B.S. Abdur Rahman

Crescent

Institute of Science & Technology

Deemed to be University u/s 3 of the UGC Act, 1956

Regulations 2016

Curriculum and Syllabi

(Amendments updated upto December 2020)

B.B.A. (General)

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REGULATIONS 2016
CURRICULUM AND SYLLABI
(Amendments updated upto December 2020)

B.B.A.
(GENERAL)

VISION AND MISSION OF THE INSTITUTION

VISION

B.S. Abdur Rahman Crescent Institute of Science and Technology aspires to be a leader in Education, Training and Research in multidisciplinary areas of importance and to play a vital role in the Socio-Economic progress of the Country in a sustainable manner.

MISSION

- To blossom into an internationally renowned Institute.
- To empower the youth through quality and value-based education.
- To promote professional leadership and entrepreneurship.
- To achieve excellence in all its endeavors to face global challenges.
- To provide excellent teaching and research ambience.
- To network with global Institutions of Excellence, Business, Industry and Research Organizations.
- To contribute to the knowledge base through Scientific enquiry, Applied Research and Innovation.

VISION AND MISSION OFTHE DEPARTMENT OF COMMERCE

VISION

To develop into a world class centre of excellence in the fields of Business and Economics through value based education, training & research.

MISSION

- To impart holistic education using state of the art technology and to give a global perspective through value based education for social transformation.
- Inspire and empower the students to become innovative leaders and involving people who contribute to the success of organisations and betterment of communities.
- To develop a team of competent and qualified entrepreneur.
- To explore training and development opportunities
- To involve in projects leading to high quality research.
- To continuously evaluate our performance against suitable benchmarks, develop new programmes, global tie-ups to meet stakeholder requirements
- To train them with good communication and soft skills for employment.
- To prepare students for higher education in Commerce and Business Studies.
- To provide contextually relevant commerce education.
- To inculcate the use of Information and Communication Technology for the development of society.

PROGRAMME EDUCATIONAL OBJECTIVES:

1. To provide necessary ambiance for a holistic teaching-learning approach to match the international standards of education.

2. To provide strong foundation in Finance, marketing and HR to perform in financial service sector and to enable comprehensive understanding and application of the concepts applied in the industry.

3. To equip students with managerial skills like teamwork, leadership, communication and analytical skills for performing functional tasks efficiently and effectively.

4. To equip the students with essential knowledge from other relevant disciplines of management in order to infuse a multi-disciplinary approach

PROGRAMME OUTCOMES (PO):

On successful completion of the programme, the graduates will be able to:

PO1 Apply the knowledge of Finance, Accounting, Taxation and Business Laws' specialization to the solution of complex real-world problems.

PO2 Identify, formulate, review research literature, and analyze complex problems reaching substantiated conclusions using first principle of Finance, accounting, taxation and business laws

PO3 Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

PO4 Conduct investigations of complex problems Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO5 Create, select, and apply appropriate techniques, resources, and modern accounting and IT tools including prediction and modelling to complex activities with an understanding of the limitations.

PO6 Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.

PO7 Comprehend the impact of the professional accounting, finance and management solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO8 Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting, finance and management practices

PO9 Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.

PO10 Communicate effectively on complex business activities with the business community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO11 Demonstrate knowledge and understanding of the accounting, finance and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO12 Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in broadest context of technological changes.

PROGRAMME SPECIFIC OUTCOMES:

- **PSO1** - To cater to the manpower needs of companies in marketing, Finance and HR Management.

- **PSO2** - To enrich communication, ethical values, team work, professional and leadership skills of students to perform in corporate world.

B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE & TECHNOLOGY,
REGULATIONS -2016
FOR
BACHELOR OF ARTS (B.A.) / BACHELOR OF BUSINESS ADMINISTRATION (BBA) / BACHELOR OF COMMERCE (B.Com.) / BACHELOR OF COMPUTER APPLICATIONS (BCA) / BACHELOR OF SCIENCE (B.Sc.)
DEGREE PROGRAMME (Semester Pattern)
(For Candidates admitted from the academic year 2016-2017 onwards)

1.0 PRELIMINARY DEFINITIONS & NOMENCLATURE

In these Regulations, unless the context otherwise requires:

i) **"Programme"** means Under Graduate Degree Programme (B.A./BBA/BCA/B.Com./B.Sc.).

ii) **"Course"** means a theory or practical subject that is normally studied in a semester.

iii) **"Institution"** means B.S. Abdur Rahman Crescent Institute of Science & Technology.

iv) **"Dean (Academic Affairs)"** means the Dean (Academic Affairs) of B.S. Abdur Rahman Crescent Institute of Science & Technology.

v) **"Dean (Student Affairs)"** means the Dean (Students Affairs) of B.S. Abdur Rahman Crescent Institute of Science & Technology.

vi) **"Controller of Examinations"** means the Controller of Examination of B.S. Abdur Rahman Crescent Institute of Science & Technology, who is responsible for conduct of examinations and declaration of results.

2.0 PROGRAMME OFFERED, DURATION AND ELIGIBILITY CRITERIA

2.1 U.G. Programmes Offered

Degree	Mode of Study
B.A.	Full Time
BBA	Full Time
B.Com	Full Time
BCA	Full Time
B.Sc.	Full Time

2.2 Duration of the Programme

The duration of the undergraduate program shall be six semesters (three academic years).

2.3   Eligibility Criteria

2.3.1 Students for admission to the first semester of the under graduate degree programme must have passed the Higher Secondary Certificate examination or any other examination of any authority accepted by this Institution as equivalent thereto.

S.No.	Programme	Eligibility Criteria
1	BCA	10 +2 (Higher Secondary) with Mathematics or equivalent subject
2	B.Sc. Computer Science	10 +2 (Higher Secondary) with Mathematics or equivalent subject
3	B.Sc. Bio Technology	10 +2 (Higher Secondary) with Chemistry as one of the subjects.
4	BBA (Financial Services)	10 +2 (Higher Secondary) with any stream or equivalent
5	BBA (General)	
6	BBA (Entrepreneurship & Family Business)	
7	B.Com. (General)	10 +2 (Higher Secondary) with Mathematics, Physics and Chemistry / Physics, Chemistry, Botany and Zoology /Commerce /Statistics as subjects.
8	B.Com (Accounts and Finance)	
9	B.Com. (Hons.)	
10	B.A. English (Hons.)	10 +2 (Higher Secondary) with any stream or equivalent

2.3.2 Eligibility conditions for admission such as marks obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

2.4 Streams of Study

Taking into consideration the rapid developments in technology and to cater the needs of the industry, the following programmes are offered

S.No	Program	Streams of Study
1.	BCA	i. Specialization in Cloud Technology and Information Security ii. Specialization in Mobile Applications and Information Security iii. Specialization in Data Science iv. Specialization in Multimedia and Web Application Development
2.	B.Sc.	i. Computer Science ii. Bio Technology
3.	BBA	i. General ii. Financial Services iii. Entrepreneurship & Family Business
4.	B.Com	i. General ii. Honors iii. Accounts and Finance
5.	B.A.	i. English (Hons.)

3.0 STRUCTURE OF THE PROGRAMME

3.1 The UG Programme consists of the following components as prescribed in the curriculum

- Core Courses
- Allied Courses
- Elective Courses
- Laboratory courses
- Laboratory integrated theory courses
- Value added Courses
- Project Work

3.2 The curricula and syllabi of all UG programmes shall be approved by Board of Studies of the respective department and Academic Council of this Institution.

3.3 Each course is normally assigned certain number of credits :

- One credit for one lecture period per week.
- One credit for one tutorial period per week.
- One credit each for lab sessions/project of two or three periods per week.
- One credit each for value added courses of two or three periods per week.

3.4 The medium of instruction, examinations and project report shall be English, except B.A. Islamic Studies (Arabic medium) and for courses in languages other than English.

3.5 The minimum number of credits to be earned for the successful completion of the program shall be as follows:

S.No.	Programme	Credits
1	BCA	131
2	B.Sc. Computer Science	131
3	B.Sc. Biotechnology	138 - 142
4	BBA (Financial Services)	123 - 132
5	BBA (General)	145 -162
6	BBA (Entrepreneurship & Family Business)	145 -162
7	B.Com. (General)	159
8	B.Com (Accounts and Finance)	165
9	B.Com. (Hons.)	165 -175
10	B.A. English (Hons.)	141

3.6 The students shall normally register all the courses offered by the department in the semester in the respective programme as per the curriculum. However the registration in less number of courses by the students are permitted

without affecting the prerequisite conditions after the approval of Head of the Department / Dean of School to give academic flexibility to students.

3.7 Elective courses from the curricula are to be chosen with the approval of the Head of the Department/ Dean of School

4.0 DURATION OF THE PROGRAMME

4.1 The minimum and maximum periods for the completion of the UG programmes are three years (6 semesters) and five years (10 semesters) respectively.

4.2 Each semester shall consist of a minimum of 90 working days.

4.3 Semester end examination will normally follow within a week after the last working day of the semester.

5.0 CLASS ADVISOR AND FACULTY ADVISOR

5.1 Class Advisor

A faculty member will be nominated by the HOD/Dean of School as Class Advisor for the class throughout the period of study.

The Class Advisor shall be responsible for maintaining the academic, curricular and co-curricular records of students of the class.

5.2 Faculty Advisor

To help the students in planning their courses of study and for general counseling, the Head of the Department / Dean of School of the students will attach a maximum of 20 students to a faculty member of the department who shall function as faculty advisor for the students throughout their period of study. Such faculty advisor shall guide the students in taking up the elective courses for registration and enrolment in every semester and also offer advice to the students on academic and related personal matters.

6.0 COURSE COMMITTEE

Each common theory course offered to more than one group of students shall have a "Course Committee" comprising all the teachers teaching the common course with one of them nominated as course coordinator. The nomination of the course coordinator shall be made by the Head of the Department / Dean of

School / Dean (Academic Affairs) depending upon whether all the teachers teaching the common course belong to a single department or to several departments. The Course Committee shall meet as often as possible   and ensure uniform evaluation of the tests and arrive at a common scheme of evaluation for the tests. Wherever it is feasible, the Course Committee may also prepare a common question paper for the test(s).

7.0   CLASS COMMITTEE

A class committee comprising faculty members handling the courses, student representatives and a senior faculty member not handling the courses as chairman will be constituted semester-wise by the head of the department.

7.1   The composition of the class committee will be as follows:

- One senior faculty member preferably not handling courses for the concerned semester, appointed as chairman by the Head of the Department
- Faculty members of all courses of the semester
- Six student representatives (male and female) of each class nominated by the Head of the Department in consultation with the relevant faculty advisors
- All faculty advisors and the class advisors
- Head of the Department - Ex-Officio Member

7.2   The class committee shall meet at least three times during the semester. The first meeting shall be held within two weeks from the date of commencement of classes, in which the nature of continuous assessment for various courses and the weightages for each component of assessment shall be decided for the first and second assessment. The second meeting shall be held within a week after the date of first assessment report, to review the students' performance and for follow up action

7.3   During these two meetings the student members, shall meaningfully interact and express opinions and suggestions to improve the effectiveness of the teaching-learning process, curriculum and syllabi, etc

7.4   The third meeting of the class committee, excluding the student members, shall meet within 5 days from the last day of the semester end examination to

analyze the performance of the students in all the components of assessments and decide their grades in each course. The grades for a common course shall be decided by the concerned course committee and shall be presented to the class committee(s) by the concerned course coordinator.

8.0 REGISTRATION AND ENROLMENT

8.1 Except for the first semester, every student shall register for the ensuing semester during a specified week before the semester end examination of the ongoing semester. Every student shall submit a completed registration form indicating the list of courses intended to be enrolled during the ensuing semester. Late registration with the approval of the Dean (Academic Affairs) along with a late fee will be permitted up to the last working day of the current semester.

8.2 From the second year onwards, all students shall pay the prescribed fees for the year on or before a specific day at the beginning of the semester confirming the registered courses. Late enrolment along with a late fee will be permitted up to two weeks from the date of commencement of classes. If a student does not enroll, his/her name will be removed from rolls.

8.3 The students of first semester shall register and enroll at the time of admission by paying the prescribed fees.

8.4 A student should have registered for all preceding semesters before registering   for a particular semester.

9.0 COURSE CHANGE/ WITHDRAWAL

9.1 Change of a Course

A student can change an enrolled course within 10 working days from the commencement of the course, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department/ Dean of School of the student.

9.2 Withdrawal from a Course

A student can withdraw from an enrolled course at any time before the first assessment test for genuine reasons, with the approval of the Dean

(Academic Affairs), on the recommendation of the Head of the Department/ Dean of School of the student.

10.0 TEMPORARY BREAK OF STUDY FROM A PROGRAMME

A student may be permitted by the Dean (Academic Affairs) to avail temporary break of study from the programme up to a maximum of two semesters for reasons of ill health or other valid grounds. A student can avail the break of study before the start of first assessment of the ongoing semester. However the total duration for completion of the programme shall not exceed the prescribed maximum number of semesters (vide clause 4.1).If any student is debarred for want of attendance or suspended due to any act of indiscipline, it will not be considered as break of study. A student who has availed break of study has to rejoin in the same semester only.

11.0 ASSESSMENT PROCEDURE AND PERCENTAGE WEIGHTAGE OF MARKS

11.1 Every theory course shall have a total of three assessments during a semester as given below:

Type of Assessment	Course Coverage in Weeks	Duration	Weightage of Marks
Assessment 1	1 to 6	1.5 hours	25%
Assessment 2	7 to 12	1.5 hours	25%
Semester End Exam	Full course	3 hours	50%

11.2 The components of continuous assessment for theory/practical/laboratory integrated theory courses shall be finalized in the first class committee meeting.

11.3 Appearing for semester - end examination for each course is mandatory and a student should secure a minimum of 40% marks in each course in semester end examination for the successful completion of the course.

11.4 Every practical course will have 60% weightage for continuous assessments and 40% for semester end examination. However a student should secure a

minimum of 50% of the marks in the semester end practical examination.

11.5 For laboratory integrated theory courses, the theory and practical components shall be assessed separately for 100 marks each and consolidated by assigning a weightage of 75% for theory component and 25% for practical component. Grading shall be done for this consolidated mark. Assessment of theory component shall have a total of three assessments with two continuous assessments carrying 25% weightage each and semester end examination carrying 50% weightage. The student shall secure a separate minimum of 40% in the semester end theory examination. The evaluation of practical component shall be through continuous assessment.

11.6 In the case of Industrial training /Internship, the student shall submit a report, which will be evaluated along with an oral examination by a committee of faculty members, constituted by the Head of the Department/ Dean of School. The weightage for report shall be 60% and 40% for Viva Voce examination.

11.7 In the case of project work, a committee of faculty members constituted by the Head of the Department/ Dean of School will carry out three periodic reviews. Based on the project report submitted by the student(s), an oral examination (viva-voce) will be conducted as the semester end examination, for which one external examiner, approved by the Controller of Examinations, will be included. The total weightage for all periodic reviews will be 50%. Of the remaining 50%, 20% will be for the project report and 30% for the Viva Voce examination.

11.8 Assessment of seminars and comprehension will be carried out by a committee of faculty members constituted by the Head of the Department/ Dean of School.

11.9 For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during first appearance will be used for grading along with the marks scored in the arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester end examination and the internal assessment marks secured during the course of study shall be ignored.

12.0 SUBSTITUTE EXAMINATIONS

12.1 A student who has missed, for genuine reasons, a maximum of one of the two continuous assessments of a course may be permitted to write a substitute examination paying the prescribed substitute examination fees. However, permission to write a substitute examination will be given under exceptional circumstances, such as accidents, admission to a hospital due to illness, etc. by a committee constituted by the Dean of School for that purpose. However there is no Substitute Examination for Semester End examination.

12.2 A student who misses any continuous assessment test in a course shall apply for substitute exam in the prescribed form to the Head of the Department / Dean of School within a week from the date of missed assessment test. However the Substitute Examination will be conducted after the last working day of the semester and before Semester End Examination.

13.0 ATTENDANCE REQUIREMENT AND SEMESTER / COURSE REPETITION

13.1 A student shall earn 100% attendance in the contact periods of every course, subject to a maximum relaxation of 25% (for genuine reasons such as medical grounds or representing the Institution in approved events etc.) to become eligible to appear for the semester-end examination in that course, failing which the student shall be awarded "I" grade in that course. For the courses in which "I" grade is awarded, the student shall register and repeat the course when it is offered next.

13.2 The faculty member of each course shall cumulate the attendance details for the semester and furnish the names of the students who have not earned the required attendance in that course to the Class Advisor. The Class Advisor will consolidate and furnish the list of students who have earned less that 75% attendance, in various courses, to the Dean (Academic Affairs) through the Head of the Department/ Dean of School. Thereupon, the Dean (Academic Affairs) shall announce the names of such students prevented from writing the semester end examination in each course.

13.3 A student who has obtained 'I' grade in all the courses in a semester is not permitted to move to next higher semester. Such student shall repeat all the courses of the semester in the subsequent academic year.

13.4 A student should register to re-do a core course wherein "I" or "W" grade is awarded. If the student is awarded, "I" or "W" grade in an elective course either the same elective course may be repeated or a new elective course may be taken with the approval of Head of the Department / Dean of School.

13.5 A student who is awarded "U" grade in a course will have the option either to write the semester end arrear examination at the end of the subsequent semesters, or to redo the course in the evening when the course is offered by the department. Marks scored in the continuous assessment during the redo classes shall be considered for grading along with the marks scored in the semester-end (redo) examination. If any student obtained "U" grade in the redo course, the marks scored in the continuous assessment test (redo) for that course will be considered as internal mark for further appearance of arrear examination.

13.6 If a student with "U" grade, who prefers to redo the course, fails to earn the minimum 75% attendance while redoing that course, then he / she will not be permitted to write the semester end examination and his / her earlier "U" grade and continuous assessment marks shall continue.

14.0 REDO COURSES

14.1 A student can register for a maximum of two redo courses per semester in the evening after regular college hours, if such courses are offered by the concerned department. Students may also opt to redo the courses offered during regular semesters.

14.2 The Head of the Department, with the approval of Dean Academic Affairs, may arrange for the conduct of a few courses during the evening, depending on the availability of faculty members and subject to a specified minimum number of students registering for each of such courses.

14.3 The number of contact hours and the assessment procedure for any redo course will be the same as those during regular semesters except that there is no provision for any substitute examination and withdrawal from an evening redo course.

15.0 PASSING AND DECLARATION OF RESULTS AND GRADE SHEET

15.1 All assessments of a course will be made on absolute marks basis. The Class Committee, without the student members, shall meet within 5 days after the semester-end examination and analyze the marks of students in all assessments of a course and award suitable letter grades. The letter grades and the corresponding grade points are as follows:

Letter Grade	Grade Points
S	10
A	9
B	8
C	7
D	6
E	5
U	0
W	0
I	0
AB	0

"W"   denotes withdrawal from the course.

"I"   denotes inadequate attendance and hence prevention from semester-end examination

"U"   denotes unsuccessful performance in the course.

"AB" denotes absence for the semester-end examination.

15.2 A student who earns a minimum of five grade points in a course is declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.

15.3 The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and Head of the Department/Dean of Schools and the results shall be declared by the Controller of Examinations.

15.4 Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester-end theory examination answer scripts of one or more courses, on payment of prescribed fee, through proper application to Controller of Examination. Subsequently the Head of the Department/ Dean of School offered the course shall constitute a revaluation committee consisting

of Chairman of the Class Committee as Convener, the faculty member of the course and a senior member of faculty knowledgeable in that course. The committee shall meet within a week to revalue the answer scripts and submit its report to the Controller of Examinations for consideration and decision.

15.5 After results are declared, grade sheets shall be issued to each student, which will contain the following details:

- credits for each course registered for that semester.
- performance in each course by the letter grade obtained.
- total credits earned in that semester.
- Grade Point Average (GPA) of all the courses registered for that semester and the Cumulative Grade Point Average (CGPA) of all the courses taken up to that semester.

If Ci, is the number of credits assigned for the ith course and GPi is the Grade Point in the ith course, GPA will be calculated according to the formula

$$GPA = \frac{\sum_{i=1}^{n}(C_i)(GPi)}{\sum_{i=1}^{n}C_i}$$

Where n = number of courses

The Cumulative Grade Point Average CGPA shall be calculated in a similar manner, considering all the courses enrolled from first semester.

"I" and "W" grades will be excluded for calculating GPA.

"U", "I", "AB" and **"W"** grades will be excluded for calculating CGPA.

The formula for the conversion of CGPA to equivalent percentage of marks shall be as follows:

Percentage Equivalent of Marks = CGPA X 10

15.6 After successful completion of the programme, the Degree will be awarded with the following classifications based on CGPA.

Classification	CGPA
First Class with Distinction	8.50 and above and passing all the courses in first appearance and completing the programme within the Prescribed period of 6 semesters.
First Class	6.50 and above, having completed within a period of 8 semesters.
Second Class	Others

However, to be eligible for First Class with Distinction, a student should not have obtained 'U' or 'I' grade in any course during his/her study and should have completed the U.G. programme within 6 semesters (except break of study). To be eligible for First Class, a student should have passed the examination in all the courses within 8 semesters reckoned from his/her commencement of study. For this purpose, the authorized break of study will not be counted. The successful students who do not satisfy the above two conditions will be classified as second class. For the purpose of classification, the CGPA will be rounded to two decimal places. For the purpose of comparison of performance of students and ranking, CGPA will be considered up to three decimal places.

16.0   ELECTIVE CHOICE:

16.1   Apart from the various elective courses listed in the curriculum for each programme, the student can choose a maximum of two electives from any stream of the same program during the entire period of study, with the approval of the Head of the parent department and the Head of the other department offering the course.

16.2   Online / Self Study Courses

Students are permitted to undergo department approved online/ self study courses not exceeding a total of six credits with the recommendation of the Head of the Department / Dean of School and with the prior approval of Dean Academic Affairs during his/ her period of study. In case of credits earned through online mode ratified by the respective Board of Studies, the credits may be transferred following the due approval procedures. The students shall undergo self study courses on their own with the mentoring of a member of the faculty. The online/ self study courses can be considered in lieu of elective courses.

17.0   SUPPLEMENTARY EXAMINATION

Final Year students can apply for supplementary examination for a maximum of three courses thus providing an opportunity to complete their degree programme. The students can apply for supplementary examination within

three weeks of the declaration of results.

18.0 PERSONALITY AND CHARACTER DEVELOPMENT

18.1 All students shall enroll, on admission, in any of the personality and character development programmes, NCC / NSS / NSO / YRC / Rotaract and undergo practical training.

- **National Cadet Corps (NCC)** will have to undergo specified number of parades.
- **National Service Scheme (NSS)** will have social service activities in and around Chennai.
- **National Sports Organization (NSO)** will have sports, games, drills and physical exercises.
- **Youth Red Cross (YRC)** will have social service activities in and around Chennai.
- **Rotaract** will have social service activities in and around Chennai.

19.0 DISCIPLINE

19.1 Every student is required to observe disciplined and decorous behavior both inside and outside the campus and not to indulge in any activity which will tend to affect the prestige of the Institution.

19.2 Any act of indiscipline of a student, reported to the Dean (Student Affairs), through the HOD / Dean will be referred to a Discipline and Welfare Committee nominated by the Vice-Chancellor, for taking appropriate action.

20.0 ELIGIBILITY FOR THE AWARD OF DEGREE

20.1 A student shall be declared to be eligible for the award of 3 year Bachelor provided the student has:

i) successfully completed all the required courses specified in the programme curriculum and earned the number of credits prescribed for the specialization, within a maximum period of 10 semesters. from the date of admission, including break of study

ii) no dues to the Institution, Library, Hostels

iii) no disciplinary action pending against him/her.

20.2 The award of the degree must have been approved by the Institution.

21.0 POWER TO MODIFY

Notwithstanding all that has been stated above, the Academic Council has the right to modify the above regulations from time to time.

B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE & TECHNOLOGY
B.B.A (GENERAL)
CURRICULUM & SYLLABI, REGULATIONS 2016

SEMESTER I

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AECC	ENC 1183	General English-I	3	1	0	3
2	AECC	LNC 1182/ LNC 1184	German - I/ Tamil – I	3	1	0	3
3	PC	COC 1101	Financial Accounting	4	2	0	5
4	PC	COC 1102	Business Management	4	1	0	5
5	PC	COC1131	Business Regulatory Framework	3	1	0	4
6	PC	COC1132	Statistics for Business	4	1	0	4
7	AECC	COC 1107/ LNC 119/ LNC 1192	Business Environment and Ethics/ Basic Tamil - I/ Advanced Tamil - I/	2	0	0	2
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SEMESTER II

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AECC	ENC 1284	General English II	3	1	0	3
2	AECC	LNC 1282/ LNC 1284	German - II/ Tamil - II	3	1	0	3
3	PC	COC 1201	Advanced Financial Accounting	4	2	0	5
4	PC	COC 1231	Principles of Human Resource Management	4	1	0	4
5	PA	COC 1203	Business Economics	4	1	0	5
6	SS	COC 1232	Essential of Business Analytics	0	0	4	2

| 7 | AECC | COC 1223/ LNC 1291 / LNC 1292 | Office Record and Management/ Basic Tamil - II / Advanced Tamil - II | 2 | 0 | 0 | 2 |

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SEMESTER III

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 2131	Organizational Behavior for Business	4	0	0	4
2	PC	COC 2102	Banking Theory Law and Practice	4	1	0	5
3	PC	COC 2103	Marketing Management	4	2	0	5
4	PC	COC 2104	Entrepreneurship Development	4	1	0	5
5	PC	COC 2132	Fundamentals of International and Trade	4	0	0	3
6	PC	COC 2133	Industrial Relation and Labour Laws	4	0	0	3
7	AECC	COC 2134	Environmental Studies	2	0	0	2

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SEMESTER IV

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 2231	Fundamental of Business Taxation	4	2	0	5
2	PC	COC 2232	Innovation and Creativity	4	1	0	5
3	PC	COC 2233	Cost and Management Accounting	4	2	0	5
4	PC	COC 2234	Production and Material Management	4	1	0	5
5	PC	COC 2235	Business Risk Management	4	0	0	3
6	PA	COC 2236	Total Quality Management	4	0	0	3
7	SS	COC 2207	Summer Internship	0	0	0	3

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SEMESTER V

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 3131	Strategic Management	4	1	0	4
2	PC	COC 3132	Principles of Insurance	4	0	0	4
2	PC	COC 3133	Advertisement Management	4	0	0	4
3	PC	COC 3134	E- Business	4	0	0	4
4	PC	COC 3135	Market Research	4	1	0	5
5	PE		Programme Elective I	4	1	0	4
6	SS	COC 3104	Personality Development	2	0	0	2
7		COC PT01	Placement Training & Library Hour	0	0	1	0
							27

SEMESTER VI

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	PC	COC 3231	Services Marketing	4	0	0	4
2	PC	COC 3232	Project Management	4	2	0	4
4	PE		Programme Elective II	4	1	0	4
5	AECC	COC 3204	National Service Scheme	2	0	0	2
6	AECC	COC 3205	Value Education	2	0	0	2
7		COC3226	Project Work	0	0	0	6
8		COC PT02	Placement Training & Library Hour	0	0	1	0
							22

Total Credits: 155 Credits

LIST OF PROGRAMME ELECTIVE

ELECTIVE BASKET-I

Group	Course Code	Course Title	L	T	P	C
PE	MSCX 15	Digital Marketing	4	1	0	4
PE	COCX 102	Corporate Governance and Ethics	4	1	0	4
PE	COCX 103	Retail Management	4	1	0	4
PE	COCX 104	Customer Relationship Management	4	1	0	4
PE	COCX 105	Tourism Management	4	1	0	4

ELECTIVE BASKET-II

Group	Course Code	Course Title	L	T	P	C
PE	COCX 201	Business Plan	4	1	0	4
PE	COCX 202	Event Management	4	1	0	4
PE	COCX 203	Leadership and Change Management	4	1	0	4
PE	COCX 204	Management Information System	4	1	0	4
PE	COCX 205	Business Analytics	4	1	0	4

SEMESTER I

ENC 1183   **GENERAL ENGLISH - I**   **L   T   P   C**

                                                         3   1   0   3

OBJECTIVES:

The intentions of this course are :

- To make students learn English literary texts.
- To train them in appreciating and critically analyzing literary texts.
- To train in using the four skills, Reading, Writing, Speaking and Writing skills
- To encourage them to use appropriate vocabulary.
- To encourage them to use grammatical expressions.
- To motivate them to understand the short story and prose.

MODULE - I   EDUCATION   9

Prose	Education
Poem	William Shakespeare - "All the World's a Stage"
Letter Writing	Formal and Informal
Short Story	O Henry - "Robe of Peace" (Extensive Reading)

Essential English Grammar - 1-3 MODULES

MODULE II   EMPLOYMENT & UNEMPLOYMENT   9

Prose	Employment & Unemployment
Poem	Ben Jonson - "On Shakespeare"
Short Story	Rudyard Kipling – "The Miracle of Puran Bhagat" (Extensive Reading)

Essential English Grammar – 4-7 MODULES

MODULE III   A DEAD PLANET   9

Prose	A Dead Planet
Poem	Robert Herrick - "Gather Ye Rosebuds"
Note Making	
Short Story	H.G.Wells – "The Truth About Pyecraft" (Extensive Reading)

Essential English Grammar – 8-10 MODULES

MODULE IV   RIDDLES   9

Prose	Riddles

Poem   Oliver Goldsmith - "The Village Schoolmaster"

Essential English Grammar – 11-13 MODULES

MODULE V   KILLERS A SHORT STORY   8

Prose   Killers A Short Story

Poem   William Blake - "From Auguries of Innocence"

Précis Writing

Short Story William Somerset Maugham - "Mabel" (Extensive Reading)

Essential English Grammar – 14-17 MODULES

MODULE VI   GALLOPING GROWTH   8

Prose   Galloping Growth

Poem   Robert Browning- "The Last Ride Together"

Developing story from hints

Short Story   John Galsworthy - "Quality" (Extensive Reading)

Essential English Grammar-- 18 &19 Modules

                                                L – 39; P – 13; TOTAL HOURS –52

TEXT BOOK:

1. Krishnaswamy. N, Sriraman T. Current English for Colleges. Hyderabad: Macmillan Indian Ltd, 2006.

REFERENCES:

1. Dahiya SPS. Ed. Vision in Verse- An Anthology of Poems. New Delhi: Oxford University Press, 2002.
2. Murphy, Raymond. Essential English Grammar. New Delhi: Cambridge University Press, 2009.
3. Seshadri, K G Ed. Stories for Colleges. Chennai: Macmillan India Ltd, 2003

OUTCOMES:

On successful completion of this course students are able to

- Respond to literary texts efficiently.
- Appreciate and critically analyse literary texts.
- Use the four skills of the language
- Use vocabulary effectively
- Use grammatical expressions effectively.
- Understand Prose and Short Story.

LNC 1182   **GERMAN - I**   **L T P C**

                                                       3 1 0 3

OBJECTIVES:

The resolves of this course are :

- To improve the proficiency of students in German language.
- To create awareness of using vocabulary among students.
- To expose them to correct grammatical forms of the language.
- To empower them for successful communication in the society.
- To understand matters which are of daily usage
- To understand them for describe the people need and their requirements.

MODULE - I   **9**

Introduction to German alphabets, phonetics and pronunciation- Introducing themselves and others using simple sentences and answer to some basic personal questions-: Introduction to different types of articles and verbs, Nouns

MODULE II   **9**

Understanding and responding to everyday queries like instruction, questions, - number & gender, pronouns, present and past tense.

MODULE III   **9**

Short telephone messages, requests etc., if spoken slowly and clearly-- Detailed overview of articles, adjectives with/without articles, Preposition

MODULE IV   **9**

Asking and giving directions using simple prepositions- Ability to fill basic information on forms while registering for courses / classes.

MODULE V   **8**

Ability to extract and understand relevant information in a public announcement, broadcast, newspaper, radio etc-- dative & accusative.

MODULE VI   8

Ability to describe about people, work, immediate environment, education and other topics related to personal needs in a concise manner-- Understanding of matters which are familiar and are encountered regularly like instances at school, work, at public places, places of leisure etc.

L – 39; P – 13; TOTAL HOURS –52

TEXT BOOKS:

- Tangram aktuell 1 – Lektion 1–4 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 978-3-19-001801-7

REFERENCES:

1. NETZWERK A1 TEXTBOOK, Deutsch als Fremdsprache,Stefanie Dengler,Paul Rusch, Helen Schmitz, Tanja Sieber, Langenscheidt and Klett, ISBN : 9788183076968
2. STUDIO D A1 (SET OF 3 BOOKS + CD), Hermann Funk. Cornelsen, ISBN: 9788183073509
3. Willkommen! Beginner's course. Paul Coggle, Heiner Schenke. 2nd edition. (chapter 1 - 6) ISBN: 9781444165159
4. Willkommen! Beginner's course. Paul Coggle, Heiner Schenke. ISBN: 978-1-444-16518-0
5. An Introduction to the German Language and Culture for Communication, Updated Edition Lovik, Thomas A., J. Douglas Guy & Monika Chavez. Vorsprung -. New York, Houghton Mifflin Company, 1997/2002. ISBN 0-618-14249-5

OUTCOMES:

On successful completion of this course students are able to

- Show their proficiency in German Language.
- Use appropriate vocabulary in real life contexts.
- Use appropriate grammatical forms while communicating with people.
- Effectively use the language in social and academic contexts.
- Understand matters which are of daily usage.
- Understand to communicate as per people's need and requirements.

LNC 1184   பொதுத் தமிழ் I /   L T P C
                  GENERAL TAMIL I   3 1 0 3

OBJECTIVES:

- சமூக மாற்றச் சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியங்களை அறிமுகம் செய்தல்
- புதுக்கவிதை, சிறுகதை, உரைநடை ஆகிய இலக்கியங்களின் நயம் பாராட்டுதல்
- சந்திப் பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல்
- நவீன இலக்கிய சிந்தனைகளைப் புகட்டுதல்
- தமிழறிஞர்களை அறிமுகப்படுத்துதல்

MODULE I   இருபதாம் நூற்றாண்டு மரபுக்கவிதைகள்   8

மனோன்மணியம் சுந்தரனார் - தமிழ்த்தாய் வாழ்த்து, பாரதியார் - யோக சித்தி, பாரதிதாசன் - நீங்களே சொல்லுங்கள், கண்ணதாசன் - காலக்கணிதம்

MODULE II   புதுக்கவிதைகள்   8

இன்குலாப் - போராட்டம், அப்துல் ரகுமான் - முதுமை, வைரமுத்து - அந்தி, நா.காமராசன் - அலிகள், தாமரை - ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும்,மேத்தா — தேசப்பிதாவுக்கு ஒரு தெருப்பாடகன் அஞ்சலி,ஹைக்கூ கவிதைகள்

MODULE III   சிறுகதைகள்   8

பி.எஸ்.ராமையா - பணம் பிழைத்தது, ஜெயகாந்தன் - பால்வடியும் முகம், கி.இராஜநாராயணன் - நாற்காலி, சு.சமுத்திரம் - காகித உறவு, மாதவிக்குட்டி - நெய்ப்பாயாசம், தி.ஜானகிராமன் - முள்முடி

MODULE IV   மொழிப்பயிற்சி   7

கலைச்சொல்லாக்கம், பிழை திருத்தம் (ஒருமை, பன்மை, ல-ள-ழகர, ர-றகர, ண-ந-னகர வேறுபாடுகள்), அயற்சொற்களைதல்

MODULE V   இலக்கிய வரலாறு   7

பாடந்தழுவியது (இருபதாம் நூற்றாண்டு மரபுக் கவிதைகள், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், சிறுகதையின் தோற்றமும் வளர்ச்சியும்)

MODULE VI   படைப்பிலக்கியம்   7

கவிதை எழுதுதல், சிறுகதை வரைதல்

L-39; T-13; Total Hours-52

REFERENCES:

1. பொதுத்தமிழ் - செய்யுள்திரட்டு - தமிழ்த்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

OUTCOMES:

1. மாணவர்கள் சமூக மாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
2. சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
3. புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்
4. தமிழ்மொழியில் காணப்பெறும் ஒலி மாறுபாடுகளை அறிந்து கொள்வர்
5. மரபுக்கவிதை புதுக்கவிதை குறித்த அறிவினைப் பெறுவர்

COC 1101	**FINANCIAL ACCOUNTING**	**L**	**T**	**P**	**C**
		4	**2**	**0**	**5**

OBJECTIVES:

The intentions of this course are,

- To facilitate the understanding of Accounting in General
- To give a comprehensive understanding of the system of Financial Accounting
- To understand the intermediate concepts for assets, liabilities and stockholders' equity
- To develop skill, related to problem solving and critical thinking
- To understand the Book-Keeping and Accountancy

MODULE - I   INTRODUCTION TO ACCOUNTING   12

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance

MODULE II   FINAL ACCOUNTS   18

Preparation of Final Accounts of a Sole Trading Concern, Closing Stock, Adjustments, Outstanding and Prepaid items, Depreciation, bad debts, Provision for Bad and Doubtful Debts, Provision for Discount on Debtors, Provision for Discount on creditors, Interest on Capital and Drawings, Abnormal Loss of stock.

MODULE III   RECTIFICATION OF ERRORS   16

Classification of Errors, Rectification of Errors, and Preparation of Suspense Account- Profit & loss adjustment Account.

MODULE IV   BANK RECONCILIATION STATEMENT   16

Introduction, Procedure for reconciling the cash book balance with the pass book balance, Methods of Bank Reconciliation Statement.

MODULE V   DEPRECIATION ACCOUNTING   16

Depreciation, Meaning, Causes, Methods, Straight Line Method, Written down Value Method, Change in method of depreciation (retrospective and prospective method) Insurance claims - Insurance claims, Average Clause (Loss of stock only)

L – 52; P – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 20:80

TEXT BOOK:

1. T.S.Reddy & A.Murthy, "Financial Accounting", Margham Publications, Sixth Revision Edition, 2011

REFERENCES:

1. P.C. Tulsian, "Financial Accounting", Tata MC Graw Hill Ltd, 2003.
2. Assish K. Bhattacharyya, "Financial Accounting", Prentice of hall of India, 2002.
3. N. Vinayagam and B. Charumaki, "Financial Accounting", S.Chand& Company Ltd., 2002, Reprint – 2008.

OUTCOMES:

On successful completion of this course students are able to

- Explain the fundamental concept of financial accounting system
- Recognize the transaction, understand the accounting cycle and various accounts books
- Recognize the error and it rectification
- Understand the depreciation and its different treatment in accounting
- Understand the financial statement, its importance and method of preparation for sole proprietorship.

COC 1102 **BUSINESS MANAGEMENT** **L T P C**
                                        4 1 0 5

OBJECTIVES:

The objectives of the course are,

- To provide an introduction to business organizations, its forms and evolution
- To help appreciate the philosophy of establishing a successful business, and the fundamentals of management theory
- To introduce students to the basic functions of management
- To develop skill, related to problem solving and critical thinking
- To figure out the concept of management theories.

MODULE I **MANAGEMENT** **10**

Meaning – Role of Management – Management Process – Importance – Management & Administration – Levels of Management – Taylor's Scientific Management – Fayol's Administrative Management Principles.

MODULE II **PLANNING** **20**

Nature & Characteristics – Importance – Advantages & Limitations – Steps in Planning – Types of Plan – Standing Plan – Objectives – Policies – Procedures – Rules – Strategies – Single use Plans – Programmers and Budgets.

Management by Objectives: Concept, Process and Limitations. Decision Making: Process, Limitations and Techniques used in decision making.

MODULE III **ORGANIZATION** **15**

Importance – Types – Line, Functional, Line and Staff – Committee Organization – Authority and Responsibility–Delegation of Authority–Principles, Types, advantages and Barriers to Delegation – Departmentalization – Formal and Informal Organization. Staffing: Nature & Importance – Functions of Staffing (In Brief)

MODULE IV **DIRECTING** **10**

Nature & Importance – Elements of Directing Function – Supervision – Span of Supervision – Factors Determining span of supervision.

Motivation: Importance – Types of Motivators – Maslow's Theory – Hertzberg's Two factor theory – Douglas McGregor's Theory X & Theory Y.

MODULE V   CONTROL   10

Need for Control – Controlling Process – Controlling Tools & Techniques. Coordination: Need & Importance – Principles & techniques of Coordination

Leadership: Importance – Formal & Informal Leaders – Leadership Styles – Traits of a Good Leader.

L – 52; T – 13; TOTAL HOURS – 65

TEXT BOOK:

- L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi. Sons - New Delhi, 2016.

REFERENCES:

1. J. Jayasankar, 1st Edition. 2004, Reprint2008-Principles of Management (Business Management). Margham Publication. Chennai
2. P.C.Tripathi& P.N Reddy, Principles of Management. Tata Mc.Graw, Hill. New Delhi, 1991.
3. Weihnrich and Koontz, Management, 1993, A Global Perspective, McGraw-Hill, 1993
4. N. Premavathy , Principles of Management, Sri Vishnu Publication. Chennai, 2003

OUTCOMES:

On successful completion of this course students are able to

- Analyze different types of functions plans and the managerial decisions
- Design the organizational chart and explain the staffing process
- Discuss the different control technique in the organizations
- Focus on appropriate way to lead and motivate the team
- Asses how to implement management knowledge into the business.

COC1131	BUSINESS REGULATORY FRAMEWORK	L	T	P	C
		3	1	0	4

OBJECTIVES:

The objectives of this course are :

- To enable the students to learn the elements of general contract.
- To impart basic knowledge about contract of indemnity.
- To make the learners to understand and apply the various contracts in business or profession
- To understand the contract of sales and agreement to sale.
- To familiarize with the different concepts and practices of the companies act.

MODULE - I   INTRODUCTION AND MEANING   12

Law of contract –Elements of contract: Offer and Acceptance, Capacity of parties-Consideration-Free Consent Legality of Object-Discharge of Contract - Quasi contract.

MODULE II   INDEMNITY   10

Indemnity- Meaning, Contract of Indemnity, Rights of Indemnity-Holder when sued.

MODULE III   GUARANTEE   10

Meaning, Kinds and Types of Guarantee, Rights of Surety. Contract of Guarantee, Differences Between contract of Indemnity and Guarantee.

MODULE IV   SALE OF GOODS ACT   10

Contract of sales and agreement to sale-sale, pledge, charge, hypothecation   and mortgage.

MODULE V   COMPANIES ACT   10

Definition – Formation – Memorandum of Association – Articles of   Association.

L – 39; P – 13; TOTAL HOURS – 52

TEXT BOOKS:

1. N.D. KAPOOR , Elements of business Law, Sultan Chand & Sons, New Delhi-2015.

REFERENCES:

1. KUCHAL,Mercantile Law, Vikas Publishing House, New Delhi, 2015.
2. R.S.N.PILLAI & BAGAVATHI, Mercantile Law, Sultan Chand &SonsNew Delhi-2015
3. BALACHANDRAN V, & THOTHARDI, Business Law, Tata McGraw Hill Publishing Company Ltd.-2015

OUTCOMES:

On successful completion of this course students are able to

- Appreciate the legal provisions related to Contract act and special contracts.
- Acquaintwith the legal provisions related to various essential elements of a valid contract.
- Apply various provisions of contract related to business
- Analyze different kinds of charges and how to adopt in business situations.
- Determine a clear idea about the concept in formation and incorporation of company.

COC1132   **STATISTICS FOR BUSINESS**   **L   T   P   C**
                                                4   1   0   4

OBJECTIVES:

The objectives of this course are :

* To develop among students to arrange, representation, analysis & interpretation of data
* To enable students to analyse the data by using appropriate statistical tools.
* To learn basics of mathematical equations.
* To have knowledge in various arithmetical calculations.
* To understand different mathematical operations for logical analysis.

MODULE - I   INTERPRETATION OF DATA (5 L)   10

Introduction: Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.

MODULE II   CENTRAL TENDENCY AND DISPERSION   15

Measures of Central tendency: Mean, median and mode – Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation – Measures of Skewness.

MODULE III   CORRELATION AND REGRESSION   10

Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – Regression Lines and Coefficients.

MODULE IV   NON-PARAMETRIC TESTS   15

Chi-square Distribution and its Properties, Chi-square Test, Statistical Quality Control and Quality Control Charts (X,R,C & P).

MODULE V   TIME SERIES DATA AND PROBABILITY   15

Time Series Analysis: Trend – Seasonal Variation. Probability – Addition and Multiplication Theorem – Conditional probability.

L – 52; T – 13; TOTAL HOURS – 65

TEXT BOOKS:

1. Dr. S. P Gupta, Statistical Methods, ISBN-13:9789351610281,Sultan Chand &Sons, 2017.

REFERENCES:

1. Elhance D.N. , Fundamentals of Statistics – KitabMahal,59th edition, 2019.
2. R.S. Aggarwal ,Quantitative Aptitude — Sultan Chand Publication.2019.
3. R.S. Aggarwal , Logical Reasoning – Sultan Chand Publication,2019.

OUTCOMES:

On successful completion of this course students are able to

2. Tabulate and classify various statistical data
3. Analyse data using various statistical tools
4. have knowledge on operations research analysis
5. apply mathematical applications into the business world.
6. Students can use business mathematics in their daily life as well

COC 1107   **BUSINESS ENVIRONMENT AND ETHICS**   L   T   P   C

                                                          2   0   0   2

OBJECTIVES:

The intentions of this course are :

- To enable the students to have an overview of Business Environment.
- To enable the students to appreciate the importance of Political environment and its impact on business and society
- To help the students to appreciate the importance of social environment and its impact on business and society
- To enable the students to appreciate the importance of Global environment and its impact on business and society
- To make the students to appreciate the importance of Economic environment and its impact on business and society

MODULE - I   INTRODUCTION   6

Nature & Scope of business - Business Environment - Types - Micro & Macro Environment - Environmental Analysis & Strategic Management process-Importance & limitations-Approaches to Environmental Analysis

MODULE II   ECONOMIC ENVIRONMENT   5

Economic Environment – Nature of the Economy – Structure of the Economy – Economic policies & planning the economic conditions.

MODULE III   POLITICAL ENVIRONMENT   5

Social Environment – Business and Society Ecology and Consumerism), Consumer rights – Business Ethics – Social Responsibility of Business towards stakeholders – Natural Environment and Ecology

MODULE IV   SOCIAL ENVIRONMENT   5

Social Environment – Business and Society Ecology and Consumerism), Consumer rights – Business Ethics – Social Responsibility of Business towards stakeholders – Natural Environment and Ecology

MODULE V GLOBAL ENVIRONMENT 5

Global Environment – globalisation – Meaning and Rationale for globalisation – the role of WTO – GATT – trading blocks in globalisation – Impact of globalisation on India

L – 26; P – 0 TOTAL HOURS – 26

TEXT BOOK:

1. CB Gupta, Business Environment, Sultan Chand , New Delhi, 2013

REFERENCES:

1. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House,New Delhi, 2001.
2. S.Sankaran, Business Environment, Margham Publications, Chennai, 2002
3. Raj Agarwal, Business Environment, Excel Books, New Delhi, 2000

OUTCOMES:

On successful completion of this course students are able to

- Analyze the various factors affecting the business environment
- Analyze the various factors affecting the PESTEL.
- Understand the social responsibility of business towards different interest groups
- Describe the recent developments in Indian Economy that have greatly influenced the working of business units in India
- Understand the Global business Scenario and the impact of globalization in India

LNC 1191	அடிப்படைத் தமிழ் I / **BASIC TAMIL I**	L T P C
		2 0 0 2

பன்னிரண்டாம் வகுப்புவரை தமிழ் பயிலாத மற்றும் கல்லூரியில் பகுதி-1ல் தமிழ் பயிலாத அனைத்து இளநிலை பயில் மாணவருக்கும் உரியது.

Basic Tamil is offered to all UG students those who have not studied Tamil Up to XII standard and have taken a non-Tamil Language under Part I

நோக்கங்கள்

- தமிழ்மொழியை அடிப்படைநிலையில் பேசவும் படிக்கவும் எழுதவும் மாணவர்களை ஆயத்தப்படுத்துதல்.
- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- v To equip the students to speak, read and write Tamil at the basic level
- v To make them understand the features of Tamil Language and Tamil culture.
- v To familiarize every day usage words in Tamil

அலகு I   6

உயிரெழுத்துக்கள் (Vowels) - மெய்யெழுத்துக்கள் (Consonants) - உயிர் மெய்யெழுத்துக்கள் (Vowel consonants) - கிரந்த எழுத்துக்கள் (Grantha Letters)

அலகு II   6

பெயர்ச்சொல் (Noun) - வினைச்சொல் (Verb) - பிரதிபெயர் (Pronoun) - பெயரடை (Adjective) - வினையடை (Adverb)

அலகு III   6

திணை (Human / Non Human) - பால் (Gender) - எண் (Singular / Plural) - இடம் (First / Second / Third Person) - காலம் (Tense)

அலகுIV   6

எண்கள் (Numbers) - உறவுப்பெயர்கள் (Kinship Terms) - வாரத்தின் நாட்கள் (week days) - இயற்கை (Nature) - உடல் உறுப்புகள் (Parts of the body) - பயன்பாட்டுப் பொருட்களின் பெயர்கள் (Everyday usage words)

அலகு V   2

பிழைநீக்கி எழுதுதல் (Spot the error) - அகர வரிசைப்படுத்துதல் (Arrange in Alphabetical order) - எதிர்ச்சொல் அறிதல் (Antonyms)

L – 26; T - 0 ; TOTAL HOURS – 26

குறிப்புகள்

1. தமிழ்மொழி அறிமுகம் - முனைவர் ப. டேவிட்பிரபாகர், விவி வெளியிடு, பதிப்பு- 2004.

2. தமிழில் நீங்களும் பிழையில்லாமல் எழுதலாம் - முனைவர் பொற்கோ. புதுவாழ்வு பதிப்பகம், பதிப்பு – 1992.

3. பிழையின்றி நல்லதமிழ் எழுதுவது எப்படி? ஸ்ரீ சந்திரன், தமிழ்நிலையம், பதிப்பு – 2007.

4. Hand Book Tamil – Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies – 1988.

5. www.Tamilvu.org

வெளிப்பாடு

- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- பிழையின்றி தமிழ்மொழியை எழுதும் திறன் பெறுவர்
- தமிழ் இலக்கண அறிவினை அறிந்து கொள்வர்
- அன்றாடம் பயன்படுத்தும் தமிழ்ச்சொற்களை அறிவர்

LNC 1192   சிறப்புத் தமிழ் I /   **L   T   P   C**

                     ADVANCED TAMIL I   **2   0   0   2**

பத்தாம் வகுப்பு மற்றும் பன்னிரண்டாம் வகுப்புவரை தமிழ் பயின்று கல்லூரியில் பகுதி-1ல் தமிழ் பயிலாத மாணவர்களுக்கு உரியது.

நோக்கங்கள்

* தமிழ்மொழிமற்றும் தமிழ் பண்பாட்டைவிளங்கவைத்தல்
* நடைமுறைவாழ்வியலுக்கானதமிழ்ச்சொற்களைஅறியவைத்தல்

அலகு I   **செய்யுள்**   6

யோகசித்தி–பாரதியார் - நீங்களேசொல்லுங்கள் - பாரதிதாசன் - போராட்டம் - முதுமை– அப்துல் ரகுமான் - தேசபிதாவுக்குஒருபாடல் அஞ்சலி–மேத்தா - தொலைந்துபோனது - ஆண்டாள் பிரிதர்ஷினி - அலிகள் - ந. காமராசர்

அலகு II   **சிறுகதை**   5

ஜெயகாந்தன் - பால்வடியும் முகம் - பி.எஸ்.ராமையா–பணம் பிழைத்தது

அலகு III   **இலக்கியவரலாறு**   5

கவிதை,சிறுகதை,நாவல்

அலகு IV   **மொழித்திறன்**   5

பிறமொழிச் சொற்களுக்கு இணையானதமிழ்ச்சொற்கள் - கலைச் சொல்லாக்கம் - பழைதிருத்தம்

அலகு V   **படைப்பிலக்கியம்**   5

கவிதை எழுதுதல் ,சிறுகதைவரைதல்

L – 26; T - 0 ; TOTAL HOURS – 26

குறிப்புகள்

1. செய்யுள்,உரைநடை
2. தமிழ் இலக்கியவரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

வெளிப்பாடு

- மாணவர்கள் சமூக மாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
- சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்
- சங்க கால வாழ்வியல் முறைகளை அறியப் பெறுவர்
- இலக்கிய மரபினையும் தொன்மையினையும் தெரிந்து கொள்வர்

SEMESTER II

ENC 1284	GENERAL ENGLISH - II	L	T	P	C
		3	1	0	3

OBJECTIVES:

The intentions of this course are,

- To make students learn English literary texts.
- To train them in appreciating and critically analyzing literary texts.
- To train in using the four skills, Reading, Writing, Speaking and Writing skills
- To encourage them to use appropriate vocabulary.
- To encourage them to use appropriate grammatical expressions.

MODULE 1   9

Prose   Qahwah

Poem   William Wordsworth – "Nutting"

Filling Money Order Challan and Bank Challan

Short Story   G.K.Chesterton – The Hammer of God (Extensive Reading)

Essential English Grammar: - 31-33 Modules

MODULE 2   8

Prose   Environment

Poetry   John Keats – "La Belle Dame Sans Merci"

Short Story   Katherine Mansfield—A Cup of Tea (Extensive Reading)

Dialogue Writing

Essential English Grammar: 34-37 Modules

MODULE 3   8

Prose   A Dilemma

Poetry   Robert Frost – "Design"

Short Story   Thomas Wolfe—The Far and the Near (Extensive Reading)

Conversations

Essential English Grammar: 38-40 Modules

MODULE 4   8

Prose   Computeracy

Poetry   Sarojini Naidu –"The Gift of India"

Short Story   R.K. Narayan – "Half a Rupee Worth" (Extensive Reading)

Essential English Grammar: 41-43 Modules

MODULE 5   **11**

Prose	War Minus Shooting
	Who's Who
Poetry	Nissim Ezekiel – "The Night of The Scorpion"
Short Story	Anita Desai – "A Devoted Son" (Extensive Reading)
	Ruskin Bond – "The Boy Who Broke the Bank" (Extensive Reading)

Report Writing

Letter to the Editor

Essential English Grammar: 44-47 Modules

MODULE 6   **8**

Prose	Usage and Abusage
Poetry	Mathew Arnold –Dover Beach
Short Story	Manohar Malgonkar – "Bacha Lieutenant"

Essential English Grammar: 48-50 Modules

L-39, T-13, TOTAL HOURS – 52

TEXT BOOK:

1. Krishnaswamy. N, Sriraman T. **Current English for Colleges.** Hyderabad: Macmillan Indian Ltd, 2006.

REFERENCES:

1. Dahiya SPS. Ed. **Vision in Verse- An Anthology of Poems**. New Delhi: Oxford University Press,   2002.
2. Murphy, Raymond. **Essential English Grammar**. New Delhi: Cambridge University Press, 2009.
3. Seshadri, K G Ed. **Stories for Colleges.** Chennai: Macmillan India Ltd, 2003.

OUTCOMES:

 On successful completion of this course students are able to

- Respond to literary texts efficiently.
- Appreciate and critically analyse literary texts.
- Use the four skills of the language
- Use vocabulary effectively
- Use grammatical expressions effectively.

LNC 1282   **GERMAN - II**   L   T   P   C
                                                         3   1   0   3

OBJECTIVES:

The goals of this course are,

- To improve the proficiency of students in German language.
- To create awareness of using vocabulary among students.
- To expose them to correct grammatical forms of the language.
- To empower them for successful communication in the society.
- To understand matters which are of daily usage

MODULE I   **9**

Shopping for food and going to restaurants, Recent events, Personal experiences, Apologies and excuses

MODULE II   **9**

Studying German Wishes and needs, Plans and projects, Certainty and probability, Physical condition, illness and remedies

MODULE III   **9**

A birthday party, Food and drink, Presents and Congratulations

MODULE IV   **9**

Travelling (I), Biographies, Important events in life, Social situations.

MODULE V   **8**

Telephone conversations, appointments and invitations, Travelling (II), City life: public places, transport and directions, Leisure activities

MODULE VI   **8**

Objects, shapes and material, Speaking about historical events, Childhood and memories, Personality traits

                              L-39, T-13, TOTAL HOURS – 52

TEXT BOOKS:

- Course book :Tangram aktuell 1 – Lektion 5–8 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, 9788183070867

PRACTICE BOOK:

1. Tangram aktuell 1 – Lektion 5–8 (Kursbuch + Arbeitsbuch mit Audio-CD zum Arbeitsbuch), Rosa-Maria Dallapiazza, Eduard von Jan, Til Schönherr, Hueber Publisher, ISBN 9788183070867

REFERENCES:

1. NETZWERK A2 TEXTBOOK, Deutsch als Fremdsprache,Stefanie Dengler,Paul Rusch, Helen Schmitz, Tanja Sieber, Langenscheidt and Klett, ISBN : 9788183077231, 2015
2. STUDIO D A2 (SET OF 3 BOOKS + CD), Hermann Funk. Cornelsen, ISBN: 9788183073516, 2005.

OUTCOMES:

On successful completion of this course students are able to

- Show their proficiency in German Language.
- Use appropriate vocabulary in real life contexts.
- Use appropriate grammatical forms while communicating with people.
- Effectively use the language in social and academic contexts.
- Understand matters which are of daily usage
- Understand objects and its shape

LNC 1284 பொதுத் தமிழ் II /
TAMIL II

L	T	P	C
3	1	0	3

OBJECTIVES:

* சமூகமாற்றச் சிந்தனைகளைஉள்ளடக்கியதற்கால இலக்கியங்களைஅறிமுகம் செய்தல்
* புதுக்கவிதை,சிறுகதை,உரைநடை ஆகிய இலக்கியங்களின் நயம் பாராட்டுதல்
* சந்திப் பிழையின்றி எழுதமாணவர்களைப் பயிற்றுவித்தல்
* நவீன இலக்கிய சிந்தனைகளைப் புகட்டுதல்
* தமிழறிஞர்களை அறிமுகப்படுத்துதல்

MODULE I   அற இலக்கியங்கள்   9

திருக்குறள் - சொல்வன்மை (65ஆம் அதிகாரம்),நாலடியார் - அவையறிதல் (5 பாடல்கள் - 32ஆம் அதிகாரம்),பழமொழிநானூறு - இன்னாசெய்யாமை(5 பாடல்கள்), இனியவைநாற்பது - முதலைந்துபாடல்கள்

MODULE II   பக்தி இலக்கியங்கள்   9

தேவாரம் - மூவர் தேவாரம் (15 பாடல்கள்) அப்பர் தேவாரம்,திருஞானசம்பந்தர் தேவாரம்,சுந்தரர் தேவாரம் (ஒவ்வொன்றிலிருந்தும் ஐந்துபாடல்கள்),காரைக்காலம்மையார் - மூன்றுபாடல்கள் (அற்புதத் திருவந்தாதி),மாணிக்கவாசகர் - திருவெம்பாவை (தேர்ந்தெடுக்கப்பெற்ற 5 பாடல்கள்),ஆண்டாள் - திருப்பாவை (தேர்ந்தெடுக்கப்பெற்ற 5 பாடல்கள்),குலசேகராழ்வார் - திருவேங்கடத்தில் பிறத்தலும் இருத்தலும் போதுமெனல் (11 பாசுரம்)

MODULE III   காப்பியங்கள்   9

மணிமேகலை - ஆதிரைபிச்சையிட்டகாதை (20 அடிகள் மட்டும்), கம்பராமாயணம் - பாலகாண்டம்,நாட்டுப்படலம் (10 பாடல்கள் மட்டும்), இரட்சணியயாத்ரிகம் - சிலுவைப்பாடு (10 பாடல்கள்),சீறாபுராணம் - மானுக்குப் பிணைதின்றபடலம் (6 பாடல்கள்)

MODULE IV   கட்டுரைகள்   9

உ.வே.சாமிநாதையர் - தமிழ்நாட்டு வணிகர். வ.இராமசாமி ஐயங்கார் - மூதறிஞர் இராஜகோபாலாச்சாரியார், மா.இராசமாணிக்கனார் - சித்தன்னவாசல் ஓவியங்கள், பி.எல்.சாமி-சங்க இலக்கியத்தில் அறிவியல் கலை,க.கைலாசபதி - பாரதியும் மேனாட்டுக் கவிஞரும்,தொ. பரமசிவன் - சொல்லும் பொருளும்.

MODULE V   இலக்கியவரலாறு   8

அற இலக்கியங்களின் தோற்றமும் வளர்ச்சியும்,சைவவைணவ இலக்கியங்கள் தோற்றமும் வளர்ச்சியும்,காப்பியங்கள் தோற்றமும் வளர்ச்சியும்,உரைநடை தோற்றமும் வளர்ச்சியும்

MODULE VI   மொழிப்பயிற்சி   8

இலக்கணக் குறிப்புத் தருதல்,வல்லினம் மிகுமிடங்களும்,மிகாவிடங்களும்,மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்துதமிழில் பெயர்த்தல்),கடிதங்களும் வகைகளும்

L-39, T-13, TOTAL HOURS – 52

REFERENCES:

1. பொதுத்தமிழ் - செய்யுள்திரட்டு - தமிழ்த்துறைவெளியீடு
2. தமிழ் இலக்கியவரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

OUTCOMES:

- மாணவர்கள் சமூக மாற்றச் சிந்தனைகளை அறிந்துகொள்வர்
- சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்
- தமிழ்மொழியில் காண்பெறும் ஒலி மாறுபாடுகளை அறிந்து கொள்வர்
- மரபுக்கவிதை – புதுக்கவிதை குறித்த அறிவினைப் பெறுவர்

COC 1201   ADVANCED FINANCIAL ACCOUNTING   L T P C
                                                              4 2 0 5

OBJECTIVES:

The aims of this course are,

- To facilitate the understanding of Accounting in specific areas
- To understand the practical applicability of Financial Accounting
- To develop skill, related to problem solving and critical thinking
- To develop the skills to understand accounting aspects of small scale business.
- To aware the students how EMI business transactions work.

MODULE I   BRANCH AND DEPARTMENTAL ACCOUNTS   15

Dependent branches-Accounting Method, Departmental Accounts: Basis for allocation of expenses, Inter departmental transfer at cost or selling price, Treatment of expenses which cannot be allocated

MODULE II   HIRE PURCHASE AND INSTALLMENT ACCOUNTING   12

Hire purchase and Installment-Default and repossession, Hire purchase trading account, Installment purchase system

MODULE III   PARTNERSHIP   18

Admission of a Partner: Calculation of New Profit Sharing Ratio and Sacrificing Ratio – Treatment of Goodwill – Revaluation Account – Memorandum Revaluation Account – Adjustment of Capital – Preparation of Balance sheet of New Firm.

MODULE IV   PARTNERSHIP   15

Retirement, Admission cum retirement of partners and Death of a partner: Calculation of New profit Sharing Ratio and Gaining Ratio – Treatment of Goodwill – Revaluation account – memorandum revaluation account – Adjustment of Capital – preparation of balance sheet of new firm.

MODULE V   DISSOLUTION OF A PARTNERSHIP   18

Insolvency of a partner (Application of Indian Partnership Act 1932), Insolvency of all partners, Gradual Realization of Assets and Piecemeal Distribution.

L – 52; P – 26; TOTAL HOURS – 78

PROPORTION OF THEORY : PROBLEM – 20:80

TEXT BOOK:
1. Financial Accounting -T.S.Reddy & A.Murthy, Margham Publications,Ch-17, 2012.
2. R.L.Gupta & V.K.Gupta. (2009) Advanced Accounting, Sultan Chand & Sons, New Delhi

REFERENCES:
1. R.L.Gupta & V.K.Gupta. Advanced Accounting, Sultan Chand & Sons, New Delhi, 2009
2. Shukla & Grewal, Advanced Accounting, S Chand & Co, New Delhi, 2009
3. P.C.Tulsian, Financial Accounting, Tata McGraw-Hill, New Delhi. 2009
4. Jain & Narang, Financial Accounting,Kalyani Publishers, New Delhi. 2015

OUTCOMES:

On successful completion of this course students are able to
- Record the transaction related to installment and hire purchase system
- Explain the accounting for branches and departments and transactions related to it.
- Record the transactions in partnership form of business
- Record the transactions in partnership form of business in case of admission, retirement and death of a partner.
- Record the transactions in partnership form of business in case if dissolution.

COC1231   **PRINCIPLES OF HUMAN RESOURCE**   L   T   P   C
                              MANAGEMENT   **4   1   0   4**

OBJECTIVES:

The objectives of this course are :

- Understanding the interface of the Human Resources function with Operations, Marketing, and
- Finance functions.
- To learn how to analyse jobs and the process of recruiting and selection.
- To identify the training and development activities.
- To provide the future manager with inputs with a view to Enhancing the appreciation of the Human Resources function as a potential career option.
- To gain insight on compensation management.

MODULE - I   INTRODUCTION   13

Introduction: External and Internal Forces of environment affecting HRM, Integrating HR Strategy with Business Strategy, Objectives and functions of HRM Human Resource Planning: HRP process, Barriers and Prerequisites for Successful HRP.

MODULE II   RECRUITMENT   13

Recruitment process, Recruitment Methods Selection: Selection Process, Barriers to effective selection, Selection Challenges in India Induction and Placement: Orientation and its Prerequisites, Evaluation of Orientation Programme.

MODULE III   TRAINING AND DEVELOPMENT   13

Training Process, Career Development, Training and Development Methods.

MODULE IV   PERFORMANCE MANAGEMENT SYSTEM   13

Performance Appraisal Process and Its challenges, Legal Issues associated with Performance Appraisal.

MODULE V   COMPENSATION MANAGEMENT   13

Components and theories of remuneration, Factors influencing employee remuneration, Devising a remuneration plan and various challenges in it, Remuneration of special groups, Types of Employee Benefits and Services, Fringe benefits, Job Evaluation Process and Methods.

L – 52; P – 13; TOTAL HOURS – 65

TEXT BOOKS:

1. K Aswathappa ,Human Resource Management Text and Cases, Eighth edition,2017, M.G.Hills Education.

REFERENCES:

1. Gary Dessler, Biju Varkkey, Human Resource Management, Fifteenth edition, 2017, Pearson.
2. Pravin Durai, Human Resource Management, Second edition, 2016, Pearson.
3. V.S P. Rao ,Human Resource Management - Text and Cases, Excel Books, 3rd Edition 2016.

OUTCOMES:

On successful completion of this course students are able to

2. Comprehend human resource management function and issues to tackle evolving challenges
3. Analyze policies to acquire, develop, motivate and retain human resources
4. Identify the various training methods and design a training programme.
5. Determine the concept of performance appraisal process in an organisation.
6. Adapt compensation management to behavioural theories and concepts.

COC 1203   **BUSINESS ECONOMICS**   L   T   P   C
                                                       4   1   0   5

OBJECTIVES:

The objectives of the course are,

- Learn the concept of business economics
- Interpret the demand and supply in business
- Demonstrate the production theory
- Examine the economic concept of cost and revenue
- Elucidate the market structure

MODULE – I   INTRODUCTION   15

Positive and Normative economics definition, Scope and Importance of business economics concepts, Uses and Limitations of Microeconomic Theories

MODULE - II   DEMAND AND SUPPLY   10

Demand and Supply Analysis: Introduction to demand, Law of demand, Shift and movement in the demand curve, Price, income and cross elasticity, Market Equilibrium, Elasticity of demand, Exceptions of the law of demand, Law of supply: shift and movements, Determinant of supply and supply function

MODULE - III   PRODUCTION THEORY   10

Production Function with one variable and more than one variable, Return to factor and Return to scale, Types of inputs, Total, Marginal and Average Product, Introduction to production function.

MODULE - IV   ECONOMIC CONCEPT OF COST AND REVENUE   15

Average and Marginal concepts in Cost in long and short run, Relationship between average cost curves- Long Run and Short Run, Kinds of costs, Economies and diseconomies of Scale Revenue Analysis: Average and Marginal Revenue Curves, Relationship between Revenue curves

MODULE - V   MARKET STRUCTURE   15

Perfect Competition: Introduction and features of Perfect Competition, Short Run and long run equilibrium Monopoly: Introduction and features, Price discrimination, Price and output decisions of discriminating monopolist., Types of monopoly, Price and output determination in short run and long run Monopolistic Competition: Introduction

to monopoly and its features, Price and output determination in short and long run, Role of advertising in monopolistic competition.

L – 52; P – 13; TOTAL HOURS – 65

TEXT BOOK

1. S.Sankaran, "Business Economics", Margham Economics, Chennai, 2008.

REFERENCES:

1. S.Mukherjee, "Business And Managerial Economics in global Context", New CentralBank Agency (P) Ltd, Kolkatta, 2009.
2. William F. Samuelson and Stephen G. Marks, "Managerial Economics", Johny Wiley &Sons, Reprint - 2015

OUTCOMES*:*

After completion of this course, the students will be able to;

- Describe the concept of business economics .
- Analyze the demand and supply condition and assess the position.
- Apply the production theory and infer the production function.
- Compose the various cost and analysis the revenue .
- Assess the different market structure and apply in business.

COC1232   ESSENTIAL OF BUSINESS ANALYTICS   L   T   P   C

0   0   4   2

OBJECTIVES:

The objectives of this course are :

- The learner will understand how measures of central tendency, variation and position can be used to define the data better.
- The students will be able to understand the techniques for testing the hypothesis.
- To make the students learn about the applications of statistical tools and techniques in decision making.
- To enhance the knowledge on descriptive and inferential statistics.
- To develop analytical skills in students in order to comprehend and practice data analysis at different levels.

MODULE - I   INTRODUCTION TO STATISTICS   12

Applications of Statistics in Business , Presenting Data in Business -Types of Data; Primary Data and Secondary Data; The Numeric Data; Continuous Frequency Distribution; Class Interval; Categorical data, Statistical Software for Analysis: Microsoft Excel – a walkthrough of statistical capabilities in Excel.

MODULE II   DESCRIPTIVE STATISTICAL ANALYTICS   10

Calculating Measures of Central Tendency – Mean, Median & Mode, Calculating Measures of Dispersion- variance measures, Standard Deviation, the coefficient of variation measures, Graphing data- Graphical measures- Measure of Skewness, Symmetrical distribution, Kurtosis, Descriptive Statistics using Excel- Demo/case study.

MODULE III   PROBABILITY THEORY&DISTRIBUTIONS   10

Probability Theory and Distributions -Probability Theory; Fundamental Concepts of Probability; Definitions of Probability, Applying Laws of Probability- Bayes theorem, Calculating Random variable and Probability Distribution, Case Study - probability Distribution.

MODULE IV   SAMPLING AND CONFIDENCE INTERVALS   10

Introduction to Sampling- Sampling Theory, Sampling Distribution, Using probabilistic

Sampling Techniques, Estimating Sampling Errors and Confidence Intervals-Sampling Error and Non-Sampling Error; Central Limit Theorem ,Case Study - sampling techniques.

MODULE V   HYPOTHESIS TESTING   10

Introduction – Null Hypothesis, Alternate Hypothesis, Testing Hypothesis for Large Samples- Test for Single Proportion; Test for Difference of Proportions ,Testing Hypothesis for small samples - t-Test; Applications of t-Test; p-test, Calculating Analysis of Variance - Two-Way Factorial ANOVA; Multivariate Analysis of Variance Performing Chi-Square Test and Its Applications of the c2 Test; Testing the Goodness of Fit Case Study - Hypothesis Testing with Excel

P-52; TOTAL HOURS – 52

TEXT BOOKS:

1. Statistical Analysis with Excel For Dummies, 4th Edition; Joseph Schmuller; ISBN: 978-1-119-27116- 1, 2016.

REFERENCES:

1. Dr. Seema Sharma ,Statistics for Business and Economics,2edition ,Wiley , 2018,
2. Dr S. P Gupta Applied Business Statistical Method s –, Sulthan Chand & sons, fourthEdition, ISBN 81-8054298-X.2014.
3. Fundamentals of Statistics, S.C Gupta, 6th edition, Himalaya Publishing House, 2007, ISBN, 978-81-8318-755-8,2007.

OUTCOMES:

On successful completion of this course students are able to

- Facilitate objective solutions in business decision making under subjective conditions.
- Demonstrate different statistical techniques in business/real-life situations.
- Discuss the importance of probability in decision making.
- Assessing the need and application of analytics.
- Manage and apply various data analysis functions for business problems

COC 1223   OFFICE RECORDS AND MANAGEMENT   L   T   P   C

                                                                    2   0   0   2

OBJECTIVES:

The objectives of this course are :

- To provide students with the knowledge, understanding and application of the concepts, competence and responsibilities associated with office organization, system, procedures and administration.
- To provide students with good business awareness, decision-making and time management skills so as to enable them to hold responsible office administrative positions.
- To help students develop accuracy, flexibility, commitment and initiative.
- To understand the different aspect of office management.
- To understand the methods of office communication and record-management.

MODULE - I   INTRODUCTION   6

Introduction: Meaning, functions and importance of office management; Office accommodation: Selection of site. Office layout. Environment and working conditions.

MODULE II   OFFICE ORGANIZATION   5

Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator. Office supervision-duties and responsibilities of supervisory staff.

MODULE III   RECORD MANAGEMENT   5

Office record management – Importance – Filing essentials –Classification and arrangement of files-Modern methods of filing-Modern filing devices.

MODULE IV   OFFICE COMMUNICATION   5

Office Communication: Various means of communication- Their use, merits and limitations. Selection of means of communication. Correspondence through Internet.

MODULE V   FORMS LETTER & REPORT WRITING   5

Form letters –Meaning, Principles, and Factors to be considered in designing office

forms –Report writing -Types of report writing

TOTAL HOURS – 26

TEXT BOOKS:

- Dr.P. Subbarao – Office Management, Himalaya Publication, 2015.

REFERENCES:

1. R. C. Bhatia, "Principles of Office Management", Lotus Press Publication, 2007.
2. Dr. Jayashankar , Office Management, Margham Publication, 2015.
3. R K Chopra, Office Management, Himalaya Publication,2017.

OUTCOMES:

On successful completion of this course students are able to

- Identity the various elements of Office Management
- Analyze the various functions of an Office Administrator
- Understand the various office communication techniques
- Identify the various Office Communication in the environment
- Understand overview of office management.

LNC 1291   அடிப்படைத் தமிழ் II /   **L   T   P   C**

                           BASIC TAMIL II   **2   0   0   2**

பன்னிரண்டாம் வகுப்புவரை தமிழ் பயிலாத மற்றும் கல்லூரியில் பகுதி-1ல் தமிழ் பயிலாத அனைத்து இளநிலை பயில் மாணவருக்கும் உரியது.

Basic Tamil is offered to all UG students those who have not studied Tamil Up to XII standard and have taken a non-Tamil Language under Part I

நோக்கங்கள்

- தமிழ்மொழியை அடிப்படைநிலையில் பேசவும் படிக்கவும் எழுதவும் மாணவர்களை ஆயத்தப்படுத்துதல்.
- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- v To equip the students to speak, read and write Tamil at the basic level
- v To make them understand the features of Tamil Language and Tamil culture.
- v To familiarize every day usage words in Tamil

அலகு I   6

எழுவாய் (Subject) - பயனிலை (Verb) - செயப்படுபொருள் (Object) - உடன்பாட்டு வாக்கியம் (Affirmative sentence) - எதிர்மறை வாக்கியம் (Negative Sentence) - வினா வாக்கியம் (Interrogative Sentence)

அலகு II   6

தமிழ் இலக்கியங்கள் மற்றும் புலவர்கள் அறிமுகம் - (Introduction to Tamil Literature and Poets) - தமிழ்மொழியின் செம்மொழித்தகுதி (Tamil Language as Classical Language) - தமிழகச் சுற்றுலாத்தலங்கள் (Tourist places in Tamil Nadu)

அலகு III   6

திணை (Human / Non Human) - பால் (Gender) - எண் (Singular / Plural) - இடம் (First / Second / Third Person) - காலம் (Tense)

அலகுIV   6

தமிழர் உணவு (Tamil Food) - தமிழர் விழாக்கள் (Tamil Festival) - தமிழர் நடனம் (Tamil Dance)

அலகு V　　　　　　　　　　　　　　　　　　　**2**

உரையாடல் எழுதுதல் (Dialogue Writing) - மொழிபெயர்ப்பு செய்தல் (Translation)-
நாளிதழ் படிக்க பயிற்சி தருதல் (Practice on reading Newspaper)

L-26, T-0, TOTAL HOURS-26

குறிப்புகள்

1. தமிழ்மொழி அறிமுகம் - முனைவர் ப. டேவிட்பிரபாகர், விவி வெளியிடு, பதிப்பு-2004.
2. தமிழில் நீங்களும் பிழையில்லாமல் எழுதலாம் - முனைவர் பொற்கோ, புதுவாழ்வு பதிப்பகம், பதிப்பு – 1992.
3. பிழையின்றி நல்லதமிழ் எழுதுவது எப்படி? ஸ்ரீ சந்திரன், தமிழ்நிலையம், பதிப்பு – 2007.
4. Hand Book Tamil – Dr. S. Jean Lawrence, Dr. D. Ranganathan, International Institute of Tamil Studies – 1988.
5. www.Tamilvu.org

வெளிப்பாடு

- தமிழ்மொழி மற்றும் தமிழ் பண்பாட்டை விளங்க வைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறிய வைத்தல்
- பிழையின்றி தமிழ்மொழியை எழுதும் திறன் பெறுவர்
- தமிழ் இலக்கண அறிவினை அறிந்து கொள்வர்
- அன்றாடம் பயன்படுத்தும் தமிழ்ச்சொற்களை அறிவர்

LNC 1292   சிறப்புத் தமிழ்II /

ADVANCED TAMIL II

L   T   P   C

2   0   0   2

பத்தாம் வகுப்பும்மற்றும் பன்னிரண்டாம் வகுப்புவரைதமிழ் பயின்றுகல்லூரியில் பகுதி-1ல் தமிழ் பயிலாதமாணவர்களுக்கு உரியது.

நோக்கங்கள்

- தமிழ் மொழி மற்றும் தமிழ் பண்பாட்டை விளங்கவைத்தல்
- நடைமுறை வாழ்வியலுக்கான தமிழ்ச்சொற்களை அறியவைத்தல்
- தமிழறிஞர்களின் சிறப்புகளைஉணர்த்துதல்
- இலக்கியத்தின் வழி சமூகச் சிந்தனைகளைஉணர்த்துதல்
- நவீன இலக்கியச் சிந்தனைகளைதெளிவுபடுத்துதல்

அலகு I   செய்யுள்   **8**

சங்க இலக்கியம் - புறம் 2 அகம் 2 - சிலப்பதிகாரம் - அடைக்கலக்காதை (தெரிவுசெய்யப்பட்டவை) - திருக்குறள் - 1 - திருமந்திரம் - 3 பாடல்கள் - இயேசுகாவியம் - கசப்புபாத்திரம் (தெரிவுசெய்யப்பட்டவை) - சீறாபுராணம் - மாறுக்குப் பிணைநின்றபடலம் (தெரிவுசெய்யப்பட்டவை) - குற்றாலக்குறவஞ்சி – சிங்கன் சிங்கிஉரையாடல்

அலகு II   உரைநடை   **3**

எதுவாழ்க்கை,அறிவியலும் இலக்கியம

அலகு III   இலக்கியவரலாறு   **5**

எட்டுத்தொகை,பத்துப்பாட்டு

அலகு IV   பயன்பாட்டுத்தமிழ்   **5**

கடிதம் எழுதுதல் - கட்டுரைஎழுதுதல் - தமிழ் இணையதளங்கள் அறிதல்

அலகு V   மொழிப்பயிற்சி   **5**

வல்லினம் மிகுமிடங்கள் - மிகாவிடங்கள் - மொழிபெயர்ப்பு

L-26, T-0, TOTAL HOURS-26

குறிப்புகள்

1. செய்யுள்,உரைநடை
2. தமிழ் இலக்கியவரலாறு - சோம. இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக்களஞ்சியம்)

வெளிப்பாடு

- மாணவர்கள் சமூகமாற்றச் சிந்தனைகளைஅறிந்துகொள்வர்
- சந்திப்பிழைகளைநீக்கிஎழுதும் திறன் பெறுவர்
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வுசெய்யும் திறனையும் பெறுவர்
- தமிழ்மொழித் திறன்களைஅறிந்துகொள்வர்
- நவீன இலக்கியஅறிவுபெறுவர்

SEMESTER-III

COC 2131	ORGANIZATIONAL BEHAVIOR FOR BUSINESS	L	T	P	C
		4	0	0	4

OBJECTIVES:

The objectives of this course are:

- To enable the students to understand the Organizational Behaviour
- To understand the basic concepts and theories underlying individual behavior besides developing better insights into one's own self.
- To make students aware of Individual behavior in groups, dynamics of groups, team building and interpersonal effectiveness besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves
- To gain insight on motivational concepts, leadership and power.
- To impart the frameworks and tools to effectively analyze and approach various organizational situations.

MODULE - I   INTRODUCTION   08

Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities, Evolution & Organizational Behavior in India.

MODULE II   FOUNDATIONS OF INDIVIDUAL BEHAVIOUR   12

Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.
Personality: Meaning, formation, determinants and traits of personality.
Attitude: Meaning, Formation, components of attitudes, relation between attitude and behaviour.

MODULE III   PERCEPTION AND EMOTIONS   10

Perception: meaning, process, factors influencing perception, link between perception and individual decision making,
Emotions: Affect, mood and emotion- their significance, basic emotions, emotional intelligence.

MODULE IV   GROUP BEHAVIOUR   10

Definition –types of groups, Formation –Stages– Group dynamics –Team building**–** Interpersonal relations; Conflict- meaning, types and resolution, power and politics- bases of power.

MODULE V   MOTIVATIONAL CONCEPTS   12

Definition and Meaning, Theories of Motivation, Application of theories in Organizational Scenario.

Leadership: Meaning – Importance – Leadership styles – Leaders Vs Managers.

Dynamics of OB-Organizational culture and climate, Organizational change and development, Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

TOTAL HOURS – 52

TEXT BOOKS:

1. Stephen P Robbins, Timothy A. Judge, Neharika Vohra, Organizational behaviour, 18th Edition, Pearson, 2018.

REFERENCES:

1. Fred Luthans , Brett C. Luthans , Kyle W. Luthans Organizational Behavior: An Evidence-Based Approach, 13/e, McGraw Hill International, 2015
2. Laurie J Mullins, Management and Organizational Behaviour -, Pearson education.
3. Aquinas P. G Organizational Behaviour, , Excel Books.

OUTCOMES:

On successful completion of this course students are able to-

- To apply problem solving and critical thinking abilities to analyze the kinds of choices available for developing alternative organizational behavior approaches in the workplace.
- Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
- Imagine how to control our emotions to create our perception.
- Effectively use their skills for self-grooming, working in groups and to achieve organizational goals
- Familiarize with motivational theories and its approaches and to get an exposure on recent trends in management.

COC 2102   **BANKING THEORY, LAW AND PRACTICE**   L   T   P   C
                                                      4   1   0   5

OBJECTIVES:

- To familiarize students in Banking Regulation Act 1949 and banking activities.
- To equip students with the Relationship with bankers and customers
- To create awareness on E- Banking and services
- To understand the different types of negotiable instruments.
- To understand the EFT.

MODULE I   INTRODUCTION   12

Origin and development of banks- Banking Regulations Act 1949- Definition of Banking, Licensing – opening of branches- importance and functions of banks – inspection. Commercial banks- Universal banking.

MODULE II   DEPOSITS AND ADVANCES   13

Central bank – Reserve bank of India – Objectives – organization – functions – monetary policy – credit control measures and their effectiveness. Management of Deposits and advances- classification and nature of deposit accounts and advances, -principles of sound bank lending.

MODULE III   NEGOTIABLE INSTRUMENTS   13

Relationship between banker and customer- special types of bank customers - Negotiable instruments – definition – features – promissory note, bill of exchange and cheque- holder and holder in due course- crossing of cheque –Types of crossing – Endorsement –Negotiation &Dishonour and discharge of Negotiable instrument – protection of collection banker and paying banker.

MODULE IV   E-BANKING   12

Meaning - Benefits – Internet Banking Services – Drawbacks – Mobile Banking – Features – Drawbacks – ATM –Features – Benefits – Challenges – Credit Cards – Benefits – Constraints – cash deposit machine CDM, coin vending machine, MICR Cheques – Benefits.

MODULE V   ELECTRONIC FUND TRANSFER (EFT)   15

Electronic Fund Transfer (EFT) - RBI Guidelines – Benefits of Electronic Clearing Systems – E-Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction – Core Banking Solutions (CBS) – Benefits – Single Window Concepts – Features. Demate account –ASBA

L – 52; T – 13; Total Hours –65

TEXT BOOKS:

- KPM Sundharam& PN Varhney (2010) Banking theory law and practice, Sultan Chand & Sons, Publication, New Delhi.

REFERENCES:

1. Banking and Financial Systems – B. Santhanam (Margham Publishers)
2. Banking Law Theory and Practice – S.N. Maheswari – Kalyani Publications
3. Indian Banking – Parameswaran – S. Chand and Co.
4. Banking Law Theory and Practice – Tanon
5. Banking Law Theory and Practice – Sherlaker&Sherlaker

OUTCOMES:

On successful completion of this course students are able to-

- Describe the concept of banking regulation act 1949.
- Assess the deposits and advances about banking and apply in practical.
- Provide good foundation of Negotiable Instruments
- Apply the knowledge of e - banking and solve technical problems.
- Identify the impact of electronic fund transfer in banking.

COC2104	ENTERPRENEURSHIP DEVELOPMENT	L	T	P	C
		4	1	0	5

OBJECTIVES:

- To enrich the students towards the knowledge of entrepreneurial skills
- To make the students understand the approaches to attain the goals of the business
- To understand how project formulate.
- To understand the overview of entrepreneurial development.
- To understand the various aspect of EDP.

MODULE I   INTRODUCTION   13

Entrepreneurship – Meaning – Definition – Types – Entrepreneur – Definition – Entrepreneur and Entrepreneurship – Characteristics - Types – Functions – Factors Influencing Entrepreneurship – Role of Entrepreneur in Economic Development – Factor Affecting Entrepreneurial Growth – Development of Women Entrepreneur and Rural Entrepreneurs.

MODULE II   ENTREPRENEURIAL DEVELOPMENT PROGRAMME   12

Entrepreneurial Development Programmes (EDP's) – their Relevance and Achievement – Phases Of EDP – Course Content EDP – Role Of Government in Organizing EDP's – Critical Evaluation.

MODULE III   PROJECT FORMULATION   12

Project Formulation – Importance of Project formulation - Project Identification – Process of Project identification - Evaluation – Feasibility Analysis – Project Report.

MODULE IV   EDP SCHEMES   13

Entrepreneurial Development Agencies – Commercial Banks – District Industries Centers (DIC's) – National Small Industries Corporation (NSIC) – Small Industries Development Organization (SIDO) – Small Industries Service Institute (SISI) – All India Financial Institution – IDBI, IFCI, ICICI, IRDBI.

MODULE V   ENTERPRENEURIAL GROWTH   15

Economic Development and Entrepreneurial Growth – MSME – Definition – Importance – Role in Economic Growth – Incentives and Subsides of Government to MSME – Networking - Niche Play – Geographic Concentration – Franchising and Dealership.

L – 52; T – 13; Total Hours –65

TEXT BOOKS:
- C.S.V. Murthy, "Entrepreneurial Development", Himalaya publishing house, 2015.

REFERENCES:
1. Dr.S.S. Khanka, "Entrepreneurial Development", S. Chand & Company (pvt).Ltd, 2014.
2. Sami Uddin, "Entrepreneurial development in India", Mittal Publications, First Edition, 1989.

OUTCOMES:
On successful completion of this course students are able to
- Describe the concept of Entrepreneurship and appraise Entrepreneurs.
- Construct the entrepreneurial development programme and apply the same in organizing EDP's.
- Design the process of project formulation and create the project report.
- Contrast various entrepreneurial development programme agency and schemes.
- Measure the entrepreneurial growth and apply the concept in MSME.

COC 2103   **MARKETING MANAGEMENT**   L   T   P   C

                                                      4   2   0   5

OBJECTIVES:

- To acquaint the students with the basics of marketing to make them understand the consumer behavior and buying motives.
- To equip students with Product and Pricing Knowledge
- To impart knowledge on Sales Forecasting
- To understand the channels of distribution.
- To understand the overview of marketing management.

MODULE I   INTRODUCTION   15

Nature ,Scope and importance of marketing – marketing approaches – Role of marketing – Various environmental factors affecting marketing functions – concept of marketing mix – Market – meaning types of market.

MODULE II   PRODUCT   15

Products –Classifications of products – Product characteristics – new product development process – product life cycle – product positioning, Targeting, Branding and Packaging – Market segmentation – needs and basis of segmentation.

MODULE III   PRICING   18

Pricing – Objection of pricing, pricing policies and procedures, Factors influencing pricing decision.

MODULE IV   SALES FORECASTING   15

Sales forecasting – Various methods of sales forecasting sales management – Motivation and Compensation of salesman – Personal selling – Direct selling – Sales promotion – An overview of Advertising, Publicity and public Relations.

MODULE V   CHANNELS OF DISTRIBUTION   15

Definition – Function - Importance- Types – Different Channels of Distribution – Market Consideration – Intensity of Distribution – Channel Conflict – Causes – Managing Conflict

L – 52; T – 26; Total Hours –78

TEXT BOOKS:

- R S N Pillai and Bagavathi, "Marketing Margement", S.Chand Publication, 2016

REFERENCES:

1. Rajan Nair, "Marketing Management", Sultan Chand & Sons, 01-Jan-1995
2. Philp Kotler, "Marketing Management", Pearson Education, 06-Jan-2015.
3. Slanton , W.J. "Fundamentals of Marketing", McGraw-Hill, 01-Jan-1994.
4. Ramaswany Namakumari, "Marketing Management", Macmillan India Limited, 2002.

OUTCOMES:

On successful completion of this course students are able to-

- Outline the concept of marketing and describe the elements of marketing mix.
- Identify the product development process and categorize the segmentation
- Conclude the price of the product.
- Predict the sales and discover the promotional methods.
- Build up an idea about channels of distribution in new pattern.

COC 2132   **FUNDAMENTALS OF INTERNATIONAL**   L   T   P   C
                            TRADE   4   0   0   3

OBJECTIVES:
- To understand the specific functions and importance of International trade
- To Know the international business environment.
- To gain insight on economic integration and agreements.
- To provide exposure to the students on various issues concerned with strategic alliances and MNCs.
- To learn the Present regulations applicable in international business.

MODULE I   **AN OVERVIEW OF INTERNATIONAL TRADE**   **10**

 Trade Meaning and definition - Importance - nature and scope of International trade and business; Modes of entry into International trade and Business; Internationalization process and managerial implications, trade in services.

MODULE II   **CONDUCTING BUSINESS ACROSS COUNTRIES**   **10**

Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business - WTO guidelines- Identification of export markets - Registration procedures.

MODULE III   **ECONOMIC INTEGRATION AND AGREEMENTS**   **12**

Levels of Economic integration, NAFTA, SAFTA, BIMSTEC, ASEAN, EU, and recent multilateral agreement in India's foreign trade, Cartels: Its impact on World Trade.

MODULE IV   **JOINT VENTURES AND FOREIGN**   **10**
                            COLLABORATIONS

Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances: Pitfalls in strategic alliances; Making cross-cultural alliances work and SEZs, MNC's and international business.

MODULE V   **REGULATIONS FOR FOREIGN TRADE**   **10**

India Laws and Regulations Governing International Business Transactions, Taxation of foreign income; foreign investment; Setting up offices and branches abroad.

L – 52; Total Hours –52

TEXT BOOKS:

1. Francis Cherunilam, International Business: Text and Cases, 6th Edition, PHI Learning, 2020.

REFERENCES:

1. M.L. Varma, "Foreign Trade Management", Government of India, 2012.

2. Vaish, M.C., "Macro Economics", Vikas Publishing House, 2002.

3. Daniels, Radebaugh and Sullivan, "International Business", Pearson Publications, 2015.

4. Ghanshyam Sharma, "International Trade Theory and Practice", Centrum Press, 2016.

OUTCOMES:

On successful completion of this course students are able to-

- Identify and use the different modes available for entering international markets
- Apply course concepts to prepare an import or export business plan
- Explain the levels of economic integrations
- Describe cross-cultural alliances work.
- Determine Laws and Regulations Governing International Business Transactions

COC 2133   **INDUSTRIAL RELATIONS AND LABOUR**   L   T   P   C
                                    LAWS   4   0   0   3

OBJECTIVES:
- To enable students to understand and apply the principles of IR and develop an awareness of the significance of industrial peace
- To provide a conceptual basis of Industrial Relations
- To give an understanding of the components and meaning of sustaining Industrial peace anchored on harmonious Employee-Management relations.
- To know about labour laws
- To gain insight on various industrial acts.

MODULE I   **INDUSTRIAL RELATIONS-INTRODUCTION**   **10**
Background of Industrial Relations - Definition, scope, objectives, factors affecting IR, participants of IR. System of IR in India , ILO and its influence on Legal enactments in India.

MODULE II   **COLLECTIVE BARGAINING AND NEGOTIATION**   **10**
Collective bargaining – meaning – objectives – benefits. Conditions and essentials for successful collective bargaining – Negotiation- Types of Negotiations Problem solving attitude, Workers Participation in Management.

MODULE III   **TRADE UNION AND DISPUTE RESOLUTION**   **10**
Role and future of trade union– important provisions, A brief study of trade unions at national level, Problems of trade unions.
Dispute resolution: Causes of Industrial Disputes, Standing Orders& Grievance Procedure.

MODULE IV   **LABOUR LAWS**   **12**
Constitutional background of labour laws, The Factories Act, 1948; Contract Labour (Regulation and Abolition) Act, 1970; Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013; The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986.

MODULE V   EMPLOYEES COMPENSATION ACT   10

Concept of compensation, Backdrop of Employees compensation Act, Employees State Insurance Act 1948 -Provision, applicability, main benefits, etc, Employees' Provident Fund and Miscellaneous provision Act 1952 – Object, Applicability, Provision.

L – 52; Total Hours –52

TEXT BOOKS:

- P R N Sinha ,Industrial Relations, Trade Unions &Labour Legislation, Pearson Education, 2012

REFERENCES:

1. N.D. Kapoor : Handbook of Industrial Law; Sultan Chand & Sons, 23, Darya Ganj, New Delhi – 110002
2. Mamoria&Mamoria, Dynamics of Industrial Relations, , Himalaya Publications, 2012.

OUTCOMES:

On successful completion of this course students are able to-

- Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.
- Develop the knowledge related to employee-management relations and demonstrate it in solving human resource issues.
- Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations
- Implementation of various industrial and labour acts to an industry working.
- apply course concepts to prepare a compensation plan and rules

COC 2134 **ENVIRONMENTAL STUDIES** L T P C

2 0 0 2

OBJECTIVES:

- Developing an awareness and sensitivity to the total environment and its related problems
- Motivating people for active participation in environmental protection and improvement
- Developing skills for active identification and development of solutions to environmental problems
- Evaluation of environmental programs in terms of social, economic, ecological and aesthetic factors.
- To develop the sense of awareness about environment among students.

MODULE I MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES 7

Definition-scope and importance- need for public awareness.

Natural resources and associated problems

a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources

d) Food resources : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging ,salinity

e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources-Equitable use of resources for sustainable lifestyles.

MODULE II ECOSYSTEMS 7

Concept of an ecosystem.-Structure and function of an ecosystem.-Producers, consumers and decomposers.-Energy flow in the ecosystem.-Ecological succession-Food chains, food webs and ecological pyramids.-Introduction, types, characteristic features, structure and function of the following Ecosystems :-

a.Forest ecosystems.

b.Grassland ecosystem.

c.Desert ecosystem

d.Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

MODULE III   BIODIVERSITY AND ITS CONSERVATION   6

Introduction – Definition : genetic, species and ecosystem diversity.- Bio geographical classification of India-Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic adoption values-Biodiversity at global, National and local levels.-Hot-sports of biodiversity.-Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.-Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

MODULE IV   ENVIRONMENTAL POLLUTION   6

Definition-Cause, effects and control measures of :-Air pollution-Water pollution-Soil pollution-Marine pollution-Noise pollution-Thermal pollution- Nuclear hazards

Solid waste Management : Causes, effects and control measures of urban and industrial wastes.-Role of an individual in prevention of pollution.

Diaster management : floods, earthquake, cyclone and landslides.

L – 26; TOTAL HOURS – 26

REFERENCE BOOKS:

- Environmental Science- Kaushik & Kaushik-New Age International Publications
- Environmental Science & Engineering-Anandan & Kumaravelan- Scicech Publications.

OUTCOMES:

On successful completion of this course students are able to-

- Examine the natural environment and its relationships with human activities.
- Characterize and analyze human impacts on the environment.
- Integrate facts, concepts, and methods from multiple disciplines and apply to environmental problems.
- Acquire practical skills for scientific problem-solving, including familiarity with laboratory and field instrumentation, computer applications, statistical and modeling techniques.
- Able to understand causes of environment pollution.

SEMESTER IV

COC 2231 FUNDAMENTAL OF BUSINESS L T P C
TAXATION 4 2 0 5

OBJECTIVES:

The objectives of this course are:

- To know about the various concepts of tax.
- To learn about the indirect taxation and GST.
- To gain insight knowledge on CGST and composition scheme.
- To know registration and payment of tax.
- To gain knowledge of assessment, audit and appeal.

MODULE - I INTRODUCTION 14

Taxes-meaning, types, principles of taxation, canons of taxation, difference between direct and indirect tax, basic concepts: definition, assesses, assessment year, previous year, residential status.

MODULE II INDIRECT TAXATION 16

Introduction, GST-meaning, journey of GST in India, advantages, components, tax laws before GST in India, changes that GST brought in India, Structure of GST – CGST, SGST,UTGST& IGST

MODULE III COMPOSITION SCHEME 16

CGST: Commencement, Definition, composition rules, advantages and disadvantages, Levy and Collection of Tax, Rates of GST, Scope of Supply, Time of Supply of Goods , Place of supply , Input Tax Credit – Benefits of Input Tax Credit .

MODULE IV REGISTRATION AND PAYMENT OF TAX 16

Registration – Persons Liable for Registration, Compulsory and deemed Registration, procedure, cancellation of registration.
Payment of Tax, Interest, Penalty, Tax Deduction at Source, Collection of Tax At Source, Refunds.

MODULE V ASSESSMENT ,AUDIT AND APPEAL 16

Assessment – meaning, Types of Assessment Audit- Search and Seizure, Inspection of Goods in Movement, Power of Authorities , Demands And Recovery , Fraud and Suppression of Facts, liabilities. Appellate Authorities – Powers, Procedure for appeal, Offences and Penalties

L – 52; T – 26; Total Hours –78

TEXT BOOKS:

1. H.C Mehrotra, Indirect Taxes, SahityaBhavan Publications, New Delhi, 2018.

REFERENCES:

1. Vinod K Singania, Indirect Taxes, Taxmann's Publications, New Delhi, 2018
2. Rakesh Kumar, Goods and Services Tax, Diamond Pocket Books Pvt Ltd.
3. Bare Act CGST
4. Bare Act SGST
5. Bare Act IGST

OUTCOMES:

On successful completion of this course students are able to-

- Explore the basic principles of taxation and to know the basic concepts of tax.
- Distinguish the earlier indirect tax system and present indirect tax system
- Explain the concept of time, place and value of supply and   benefits of Input Tax Credit
- Describe the provisions ,types and procedures of Registration and outline the provisions concerned with payment of Tax, interest, IDS, TCS , Refund and returns
- Familiarize provisions of Audit, Search & Seizureand explain various Appellate Authorities under GST regime and its powers

COC 2232   **INNOVATION AND CREATIVITY**   L   T   P   C

                                                          4   0   0   5

OBJECTIVES:

The objectives of this course are:

- To make students understand about innovation
- To gain insight on startup India and landscape and innovation,
- To familiarize with creative and innovative thinking styles
- To know about creative problem-solving concepts
- To gain knowledge on handling conflicts and enriching the physical workplace

MODULE - I   INTRODUCTION TO INNOVATION   12

Understanding the Concept of Innovation and its Importance - Types and methods of Innovation, sources of Innovation, process of innovation-incremental and radical innovation, service innovations.

MODULE II   THE POLICY FRAMEWORK   14

Start up India, institutions supporting start up India, Atal Innovation mission, incubators and accelerators.

Startup Landscape and innovation: Start up landscape of India, innovations hubs, role of R&D and patent filing in startup ecosystem, Global innovation index.

MODULE III   INTRODUCTION TO CREATIVITY   12

Meaning and concept of creativity, Nature and characteristics of creativity, Creativity Process, Barriers to Creativity, understanding creativity from studying the profiles of most creative personalities.

MODULE IV   MANAGING CREATIVITY   14

Creative Problem Solving, steps in Creative Problem Solving process, Creativity in Groups ,models of techniques of Creative Problem Solving-brainstorming, mind mapping , mental gym quiz, blocks to creativity.

MODULE V   CREATIVITY AND CREATIVE GROUPS   13

Myths about creativity, components of individual creativity, Characteristics of creative groups, Handling conflicts in groups, Time pressure and creativity. Enhancing creativity: enriching the organization and workplace, Organizational enrichment, Enriching the physical workplace.

L – 52; T – 13; TOTAL HOURS –65

TEXT BOOKS:

1. R. Keith Sawyer , Explaining Creativity: The Science of Human Innovation, Oxford University Press,2014

REFERENCES:

1. Tim Levy ,Creativity and Innovation,Amazon Asia-Pacific Holdings Private Limited, 2013
2. Richard Luecke*Guide to Managing Creativity and Innovation,* Harvard Business Press,2003
3. Joseph A Schumpeters views on entrepreneurship and innovation by Perihan Hazel.2012

OUTCOMES:

On successful completion of this course students are able to-

* Develop effective creative projects that provide an innovative solution to real-world problems based on inquiry such as class discussion, critical analysis, integrative collaboration, observing, and using technology.
* Effectively use different policies for startup and innovation.
* Apply effective strategies for designing innovative projects in collaboration with team members to develop an effective creative project, product, or practice, in conjunction with other offices on campus.
* Familiarize the design of the creative process to educational experiences and the creative endeavour generally.
* Demonstrate knowledge on enhancing creativity and concepts of creativity study.

COC 2233   **COST AND MANAGEMENT**   **L   T   P   C**

ACCOUNTING   **4   2   0   5**

OBJECTIVES:

The objectives of this course are:

- To understand various concepts and terminologies used in cost management
- To explain and critically evaluate various costing methods and techniques such as marginal costing, budgetary control, activity based costing etc.
- To apply and analyze various costing methods and techniques.
- To train students with the various methods and techniques of costing.
- To familiarize students with the various techniques of costing.

MODULE - I   INTRODUCTION TO COST MANAGEMENT   16

Meaning of cost and cost management-Cost accounting vs Cost management-Classification of costs-Methods and techniques of costing Preparation of cost sheet (Numerical problems on cost sheet).

MODULE II   OVERHEADS   16

Classification of overheads-Cost allocation and cost apportionment Primary and secondary distribution of overheads-Simultaneous equation method (Numerical problems on both primary and secondary distribution)-Absorption of Overheads-Under and over absorption of overheads (Only Theory)

MODULE III   MARGINAL COSTING   16

Meaning, advantages and disadvantages of Marginal costing-Marginal cost techniques-Break Even Point (including chart), P/V Ratio and Margin of Safety-Applications of marginal costing technique (All types of numerical problems)-Differential Cost Analysis (Only theory).

MODULE IV   BUDGETARY CONTROL   15

Meaning and objectives of budgetary control-Types of budgets (Purchase budget, production budget, sales budget and master budget). (Numerical problems only on production and flexible budget).

MODULE V   ACTIVITY BASED COSTING (ABC)   15

Meaning of Activity based costing and its comparison with traditional costing-Cost

drivers- Unit level, batch level, product level and facility level Cost-Advantages and disadvantages of ABC (Numerical problems on cost analysis under ABC).

L – 52; T – 26; TOTAL HOURS –78

TEXT BOOKS:

1. Khan M. Y and Jain P. K ,Management Accounting, , 7th Edition, McGraw Hill, 2018.

REFERENCES:

1. Vikas Arora M. N ,A Text book of Cost and Management Accounting,11th Edition,2012
2. Managerial Accounting, James Jiambalvo, 4nd Edition, Wiley India Pvt. Ltd,2014
3. Cost Accounting, Jawaharlal, & Seema Srivastava, 6th Edition, TMH,2019

OUTCOMES:

On successful completion of this course students are able to-

- Explore various cost methods and techniques with their features, merits and demerits).
- Demonstrate the application of cost sheet, marginal costing, budgetary control techniques, Activity based costing etc. with numerical problems .
- Analyse the results after applying various costing methods and techniques.
- Critically evaluate all traditional and non-traditional costing methods such as absorption costing, marginal costing and activity based costing
- Aimed to familiarize the concept of cost accounting

COC 2234   **OPERATIONS MANAGEMENT**   L   T   P   C

                                                    4   1   0   5

OBJECTIVES:

The objectives of this course are:

- Learn the concepts and definitions of Production and materials Management and other related issues
- Gain knowledge on location and layout decisions, and demand forecasting.
- Gain insight into Production Planning and Control and Maintenance Management
- Get acquainted with Material management
- Learn the techniques of inventory management and inventory control

MODULE - I   INTRODUCTION   13

Production Management: Definition - Production System - Production and Operations Management: Types of Production - Characteristics of modern production and operations function - Recent trends - Elements of operations strategies.

MODULE II   FACILITY LOCATION AND LAYOUT   12

Facility Location: Steps - Factors to be considered - Plant layout: Principles of good lay out –Factors to be considered - Types of Lay out - merits and demerits

MODULE III   PRODUCTION PLANNING AND CONTROL   14

Aggregate Planning - Master Production Schedule - Materials Requirement Planning (MRP) –Resource requirement planning - shop floor planning - routing - dispatching - loading - scheduling

MODULE IV   MATERIAL MANAGEMENT   13

Materials Management: Meaning – Definition – Scope – Objectives - Functions – Internal and external interfaces – Purchasing – objectives – Functions – Supplier selection and evaluation – Order processing - Over view of Supply Chain Management.

MODULE V   INVENTORY MANAGEMENT   13

Inventory Management - Objectives - Sub-functions - Types of Inventory - Need for Inventory -   Inventory Costs - Economic Order Quantity (EOQ) - Reorder level - Safety Stock - Selective Inventory, Control methods - ABC Analysis.

L – 52; T – 13; TOTAL HOURS –65

TEXT BOOKS:

1. GregoryFrazier , Norman Gaither Operations Management: Concept, Technique & Applications, Cengage Learning, 9th Edition, New Delhi,2002.

REFERENCES:

1. Panneerselvam, R. Production and Operations Management, Prentice Hall of India, 3rd Edition, New Delhi,2012
2. Aswathappa, K. and Shridhara Bhat, K. Production and Operations Management, Himalaya Publishing House, 2nd Edition,2011.
3. Martand T Telsang. Production Management, S. Chand Publishing,2005.

OUTCOMES:

On successful completion of this course students are able to-
- Appreciate basic production and operation management concepts
- Make better location and layout decisions
- Plan and control production and maintenance in an organization
- Manage Material Management.
- Manage materials flow and inventory in an organization

COC 2235   **BUSINESS RISK MANAGEMENT**   L   T   P   C
                                                      4   0   0   3

OBJECTIVES:

The objectives of this course are:
- To know the concept of risk management and its techniques.
- To get an idea of Enterprise risk and emerging trends in business.
- To gain insight on the economic aspect of business risk.
- to understand the social aspect of business risk management.
- to familiarize the environmental aspect of business risk management

MODULE - I   INTRODUCTION   08

Introduction – Business risk management process - risk identification - evaluation - Risk management techniques – selecting and implementing risk management technique.

MODULE II   ENTERPRISE RISK MANAGEMENT   12

Introduction–Role, benefits of ERM- a Sustainable Enterprise Risk Management (SERM) System - Drivers and Trends - Key Legal Aspects of Risk Management - The Relevance of Due Diligence.

MODULE III   ECONOMIC ASPECTS OF BUSINESS RISK   10

Economic Aspects of Business Risks and Global trends - Economic Crime, Bribery and Corruption -Business Interruption and Risk Management - Stakeholder Value and Reputation Risk Management - Corporate Power, Business and Marketing Practices Risks.

MODULE IV   SOCIAL ASPECTS OF BUSINESS RISK   10

Social Aspects of Business Risks and Global trends - Social and Ethical Risk Management Overview - Cultural Risk Management - Human Rights inside the Workplace - Human Rights outside the Workplace - Health and Safety in the Workplace - Health and Safety of Customers and Product   Liability Risks.

MODULE V   ENVIRONMENTAL ASPECTS OF BUSINESS RISK   12

 Introduction and Global trends - Environmental Risk Management Overview - Aspects of Environmental Risk – Inputs.

TOTAL HOURS – 52

TEXT BOOKS:

1. Linda S Spedding Adam Rose ,"Business Risk management hand book (a sustainable approach)" CIMA publishing in an imprint of Elsevier.

REFERENCES:

1. Kit Sadgrove ,The complete guide to business risk management" gower publication,3rd edition, 2016
2. Paul Hopkin "Fundamental of risk management limited" 5th edition, Kogan page limited publication.2018
3. Christopher I.Culp , John "The risk management process" wiley& sons publication.

OUTCOMES:

On successful completion of this course students are able to-

- Describe the concept of risk management and its techniques.
- Identify the Enterprise risk in business.
- Elaborate the economic aspect of risk in business.
- Predict the social aspect of risk in business.
- Build up an environmental aspect of risk in business.

COC 2236   **TOTAL QUALITY MANAGEMENT**   **L   T   P   C**

                                                      4   0   0   3

OBJECTIVES:

The objectives of this course are:

- Understand the framework of total quality management
- Aware of the various philosophies of quality management
- Gain insight into statistical process control
- Learn the tools and techniques of quality management
- Familiar with various quality management systems

MODULE - I   INTRODUCTION   08

Defining Quality - Dimensions of Quality - Philosophies of Deming, Juran and Crosby, Ishikawa and Taguchi – Evolution of Quality – Quality Cost – TQM frame work – TQM culture.

MODULE II   TOOLS AND TECHNIQUES   12

Quality planning tools – Continuous improvement tools - 5S Principles – Learn concept: Six sigma concept - steps and tools – methodology of six sigma implementation - Quality Circle.

MODULE III   STATISTICAL PROCESS CONTROL   10

Meaning and significance of Statistical Process Control (SPC) - Construction of Control Charts for Variables and Attributes - Process Capability - meaning, significance and measurement - Six Sigma.

MODULE IV   QUALITY MANAGEMENT TOOLS   10

Quality Function Deployment (QFD) - Voice of customer - Information Organization - House of quality (HOQ) - Failure Mode Effect Analysis (FMEA) - FMEA stages - Seven QC Tools - Benchmarking - POKA YOKE.

MODULE V   QUALITY STANDARDS   12

Quality Management Systems – ISO 9000 – Concepts – Certification requirements - Introduction to IS/ISO 9004:2008 - Documentation - Quality Audits - Environmental Management System - ISO 14000 series - Concepts of ISO 14001.

TOTAL HOURS – 52

TEXT BOOKS:

1. Dale H.Besterfield, Carol Besterfield - Michna, Glen H. Besterfield, Mary Be
   - Sacre, Hermant - Urdhwareshe and Rashmi Urdhwareshe. Total Management, 3rd Edition, Pearson Education, New Delhi,2011.

REFERENCES:

1. Evans J. Quality Management Organization and Strategy, 6th Edition, Cengage international,2011.
2. Shridhara Bhat, K. Total Quality Management - Text and Cases, Himalaya Publishing House, 1st Edition, New Delhi, 2002.

OUTCOMES:

On successful completion of this course students are able to-

- Identify the culture and framework required for implementing total quality management
- Implement the appropriate quality management principles and philosophies
- Formulate the right strategy for applying statistical process control
- Tap the tools and techniques of quality management to improve quality
- Identity the quality management systems essential for industries

SEMESTER V

COC 3131   **STRATEGIC MANAGEMENT**   L   T   P   C
                                                  4   1   0   4

OBJECTIVES:

The objectives of this course are :

- To provide an integrative framework that will allow students to synthesize knowledge from other business courses into a comprehensive understanding of competitive advantage.
- To understand environmental analysis and also knowing socioeconomic and cultural background of both internal and external environments.
- To encourage students to think critically and strategically.
- To develop the ability to identify strategic issues and design appropriate courses of action.
- To integrate the functional areas of management and to enable understand business from a strategy formulation, implementation and evaluating perspective.

MODULE I   **INTRODUCTION**   **15**

Strategic management : strategy, strategic decision making, strategic management process, Strategic intent : mission, vision, business definition, business models, goals and objectives

MODULE II   **ENVIRONMENTAL AND ORGANISATIONAL**   **10**
                     ANALYSIS

Environmental appraisal: internal and external environment, SWOT analysis, environmental sectors, appraising the environment.

Organizational appraisal : dynamics of internal environment, organizational capability factors, methods and techniques of organizational appraisal

MODULE III   **CORPORATE AND BUSINESS LEVEL STRATEGIES**   **10**

Corporate level strategies: Expansion strategies, stability strategies, retrenchment strategies, combination strategies

Business level strategies : generic business strategies, tactics for business strategies, business strategies for different industry conditions

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MODULE IV   **STRATEGY ANALYSIS AND IMPLEMENTATION**   **15**

Strategic analysis: corporate portfolio analysis techniques, parenting framework, patching approach, industry analysis.

Strategy implementation : nature and barriers to strategy implementation, model of strategy implementation, organizational structure and strategy, functional plans and policies

MODULE V   **STRATEGY EVALUATION AND CONTROL**   **15**

Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

L – 52; T – 13; TOTAL HOURS – 65

TEXT BOOKS:

- AThompson Jr, Margaret A. and John E Gamble, "Crafting and executing Strategy, Mc Graw Hill Publication, New Delhi, 21st edition, 2019

REFERENCES:

1. Hitt & Manikutti, "Strategic Management –", Cengage learning, 2018.
2. Sanjay Mohapatra, "Case Studies in Strategic Management", Pearson,NewDelhi,2012

OUTCOMES:

On successful completion of this course students are able to

- Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives.
- Predict environmental considerations and also knowing socioeconomic and cultural background of both internal and external environments.
- Formulate a strategic plan that operationalizes the goals and objectives of

the firm.

- Specify current and desired strategic positioning in order to respond to market demands.
- Gain knowledge of strategy implementation and the control measures for effective decision-making.

COC 3132   **PRINCIPLES OF INSURANCE**   L   T   P   C
                                                        4   0   0   4

OBJECTIVES:

The objectives of this course are :

- To provide a basic understanding of the insurance mechanism.
- To understand how insurance is transacted as a business and how the insurance market operates.
- To learn some commonly used insurance terms and the relationship between insurers and their customers.
- To understand the importance of insurance contracts.
- To gain an overview of major life insurance and general insurance products.

MODULE I   **RISK MANAGEMENT AND INSURANCE**   **10**

Understanding of Risk Management – Different Types of Risks – Actual and Consequential Losses – Management of Risks – Loss Minimization Techniques – Basics, Evolution and Nature of Insurance – Concept of Pooling in Insurance – Different Classes of Insurance – Unexpected Eventualities

MODULE II   **INSURANCE BUSINESS AND MARKET**   **10**

Management of risk by individuals –fixing of premiums- role of insurance in economic development and social security

Constituents of Insurance Market – Operations of Insurance Companies – Operations of Intermediaries – Insurance Specialists – Role of Regulators – Other Bodies Connected with Insurance

MODULE III   **INSURANCE   TERMINOLOGY   AND   INSURANCE**   **10**
                     CUSTOMERS

Common and Specific Terms in Life and Non-Life Insurance –Understanding Insurance Customers – Different Customer Needs – Customer Behavior at Purchase Point – Customer Behavior when Claim Occurs – Importance of Ethical Behavior

MODULE IV   **INSURANCE CONTRACT**   **10**

Insurance Contract Terms – Principles of Insurance: Principle of Insurable Interest, Principle of Indemnity, Principle of Subrogation, Principle of Contribution, Relevant Information Disclosure, Principle of utmost Good Faith, Relevance of Proximate Cause

MODULE V **INSURANCE PRODUCTS** **12**

a) Life Insurance Products: Risk of Dying Early – Risk of Living too Long –Products offered – Term Plans – Pure Endowment Plans – Combinations of Plans – Traditional Products – Linked Policies – Features of Annuities and Group Policies.

B) General Insurance Products: Risks faced by Owner of Assets – Exposure to Perils – Features of Products Covering Fire and Allied Perils – Products covering Marine and Transit Risks – Products covering Financial Losses due to Accidents – Products covering Financial Losses due to Hospitalization – Products Covering Miscellaneous Risks

L – 52; TOTAL HOURS – 52

TEXT BOOKS:

1. M.N.Mishra, Insurance-Principles and Practice,S Chand Publishing, 21edition, 2017.

REFERENCES:

1. Principles of Insurance : Insurance Institute of India
2. Tripathi, Insurance Theory and Practice : PHI,2005
3. P.K. Gupta Insurance and Risk Management,HPH ,2016
4. Suggested Websites : 1) www.irda.gov.in 2) www.polocyholder.gov.in 3) www.irdaindia.org.in

OUTCOMES:

On successful completion of this course students are able to

- Identify what insurance is, why insurance works and how to determine insurance needs.
- Explain insurance operation, including functions of insurance, insurance markets and insurance business.
- Specify insurance terminology and insurance customers.
- Prepare property and liability insurance contracts
- Familiarize themselves with major insurance products, like life insurance and general insurance.

COC 3133 **ADVERTISEMENT MANAGEMENT** | L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

OBJECTIVES:

The objectives of this course are :

- To understand the student with the basic principles of advertising
- To provide knowledge on structure of and advertising agency.
- To specify the advertising objectives.
- To develop the creativity in advertising and to design strategy.
- To gain an overview of advertising budget.

MODULE I **OVERVIEW OF ADVERTISING MANAGEMENT** **12**

Introduction, Meaning and Framework of Advertising; types, Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Social, Economic and Legal Implications of Advertisements , Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency.

MODULE II **STRUCTURE OF AN ADVERTISING AGENCY** **10**

Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services.

MODULE III **SETTING ADVERTISING OBJECTIVE** **10**

Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioural objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; The advertising exposure model.

MODULE IV **ADVERTISING COPY AND DESIGN STRATEGY** **10**

Introduction, Advertising Copy, Types of advertising copy; Creativity in Advertising; Copy Testing Methods; Visual Strategies, Art department specialists, Developing a layout, Power of synergy.

MODULE V   ADVERTISING BUDGETS   10

Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget.

L – 52; TOTAL HOURS – 52

TEXT BOOKS:

1. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2008.

REFERENCES:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2018.
2. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore,2012.
3. Belch M A and Belch G E- Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) 2010.

OUTCOMES:

On successful completion of this course students are able to
- Describe different types of advertisement.
- Identify key players in advertising industry.
- Formulate DAGMAR approach to set advertising objectives.
- Gain knowledge on types of advertising copy.
- Develop typical spending patterns on advertising budget.

COC 3134	E - BUSINESS	L	T	P	C
		4	0	0	4

OBJECTIVES:

The objectives of this course are :

- To understand the significance of E-Business.
- To provide an understanding on how E-Business can be used by any business for getting competitive edge.
- To gain knowledge on E-contracting.
- To develop the ability to understand online distribution.
- To understand the characteristics of payment system

MODULE I   INTRODUCTION   12

Concept of e-business; Nature, scope, and impact of e-business; Difference between e-business and e-commerce; History and development of e-business; Advantages of e-business; Business models fore-products and e-services; Contribution of e-business to economic growth, market, competitiveness, and productivity.

MODULE II   TECHNOLOGIES IN E-BUSINESS   10

Introduction; e-business technologies - hardware, e-business software applications, internet and World Wide Web; Database management system; e-business security; Online payment technology; IT/IS evaluation and e-business; Social consequences of e-business technologies.

MODULE III   E-CONTRACTING   10

Concept of generic services - information, negotiation, archiving, enforcement, reconciliation; Structure of a contract; Digital signature; Legal affairs.

MODULE IV   ONLINE DISTRIBUTION   10

Components of a distribution system; Characterization of online distribution; hybrid distribution networks; Model for electronic software distribution

MODULE V   E-PAYMENT SYSTEM   10

Characteristics of payment system; Classification of payment systems - E-money and e-payment, different forms of e-payment, e-banking, overview of smart card; Applications of IPSec. E-Business Plan Development

L – 52; TOTAL HOURS – 52

TEXT BOOKS:

1. Parag Kulkarni,SunitaJahirabadkar, PradipChande, E- business ,Oxford University Press,2013

REFERENCES:

1. Gary P. Schneider , " E-Business Cengage learning,10th edition 2017
2. Susan Sweeney , The E-Business Formula for Success: How to Select the Right E-Business Model, Web Site Design, Maximum Press,2002
3. Ravi Kalakota, Andrew Electronic Commerce: A Manager's Guide, B.Whinston, Pearson

OUTCOMES:

On successful completion of this course students are able to

- Apply knowledge of management theories and practices to solve business problems
- Ability to develop value based leadership approach.
- Apply range of entrepreneurial skills in business decisions.
- Develop value in an online setting.
- Design a suitable payment system

COC 3135   **MARKET RESEARCH**   L   T   P   C

                                                             4   1   0   5

OBJECTIVES:

The objectives of this course are :

- To understand market research and uses of market research.
- To provide a detailed overview of the stages in the Market Research process
- To develop research questions and objectives that can be addressed in a research design
- To discuss the scope and managerial importance of Market Research and its role in the development of marketing strategy.
- To encourage students to think critically on market research industry.

MODULE I   **INTRODUCTION**   **15**

Meaning, Definitions, Importance & Scope, new role for market research, difference between market research and marketing research, use of market research in business models and framework. Consumer and B2B market research, quantitative and qualitative market research, uses of market research.

MODULE II   **MARKET RESEARCH PROCESS**   **10**

Introduction, meaning and definition, Identify and Formulate the Problem. Determine the Research Design- Exploratory Research, Descriptive Research Causal Research .Design the Sample and Method of Data Collection; Collect the Data, Analyze the Data, Interpret, Discuss, and Present the Findings, Follow-Up.

MODULE III   **QUALITATIVE AND QUANTITATIVE RESEARCH**   **15**

Qualitative research: desk research, focus groups, depth interviewing, observation and ethnography.
Quantitative research: sampling statistics, questionnaire design, face-to-face interviewing, telephone interviewing, self-online survey, data analysis, completion questionnaires.

MODULE IV   **USING MARKET RESEARCH**   **15**

Using market research to segment market, to improve a brand position, to improve customer satisfaction and loyalty, to enter a new market, to launch a new product.

MODULE V   MARKET RESEARCH INDUSTRY   10

International market research, research trends-trends in qualitative and quantitative research, ethics in market research.

L – 52; P – 13; TOTAL HOURS – 65

TEXT BOOKS:

1. Paul Hague & Julia Cupman & Matthew Harrison & Oliver Truman, Market Research in Practice: An Introduction to Gaining Greater Market Insight, Kogan page, 3rd edition,2016

REFERENCES:

1. Mc Givern, The practice of Market Research, 4th edition, Pearson 2013.
2. Mooi&Sarstedt, A concise guide to market research, Springer · 2013
3. McQuarrie, The market research toolbox: a concise guide for beginners, 3rd edition, SAGE publications,2012.

OUTCOMES:

On successful completion of this course students are able to
- Apply the knowledge of market research to solve business problems.
- Ability to plan the Research process and designing the questionnaire.
- Foster analytical and critical thinking abilities for data-based decision making
- Specify the uses of market research in different aspects of marketing.
- Apply personal and interpersonal recent research trends in different Marketing areas.

COC 3104　　　**PERSONALITY DEVELOPMENT**　　　L　T　P　C

　　　　　　　　　　　　　　　　　　　　　　　　　　　2　0　0　2

OBJECTIVES:

The objectives of this course are:

- To make aware about the importance of personality, types and it's development.
- To make aware about the Characteristics required for the corporate world.
- Build self-confidence, enhance self-esteem and improve overall personality.
- To groom the students on pleasant and appealing personality.
- To make aware about the importance of personality that is required in social and professional circumstances.

MODULE I　　　**PERSONALITY DEVELOPMENT-INTRODUCTION**　　　**5**

The Concept Personality - Dimensions of Personality - Term Personality Development - Significance. The Concept of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes of Failure - Do's and don'ts regarding success and failure.

MODULE II　　　**ATTITUDES AND VALUES**　　　**5**

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages -Negative Attitude - Disadvantages – Ways to Develop Positive Attitude – Difference between Personalities Having Positive and Negative Attitude.

MODULE III　　　**MOTIVATION**　　　**5**

Concept of Motivation - Significance - Internal And External Motives - Importance of Self-Motivation- Factors Leading to De-motivation -Theories to Motivation.

MODULE IV　　　**SELF ESTEEM AND SMART**　　　**6**

Term Self-Esteem - Symptoms - Advantages - Do's And Don'ts To Develop Positive Self-Esteem – Low Self-Esteem - Symptoms - Personality Having Low Self Esteem - Positive And Negative Self-Esteem. Interpersonal Relationships - Teaming - Developing Positive Personality - Analysis of Strengths and

Weaknesses. Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

MODULE V BODY LANGUAGE, STRESS MANAGEMENT & TIME MANAGEMENT 5

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making Skills - Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader - Character-Building - Team-Work - Lateral Thinking - Time Management - Work Ethics – Management Of Change - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

L – 26; Total Hours –26

TEXT BOOKS:

1. Richard Denny, "Communicate To Win", Kogan Page India Private Limited, New Delhi-2009.

REFERENCES:

1. S. P. Robbins, "Organisational Behaviour", Prentice-Hall Of India Pvt. Ltd., New Delhi-15th edition, 2013
2. Rajendra Pal and J. S. Korlhalli, "Essentials Of Business Communication", Sultan Chand & Sons, New Delhi, 1st edition, 2012.

OUTCOMES:

After completing the course the students would be able to

- Have a good personality, feel confident and gain control of any situation
- Positive attitude to think always of the best of the situation
- Learn the Importance of Self-Motivation
- Have a Confident behavior in front of a group of people and seniors.
- Becomes aware about body language and stress management

SEMESTER VI

COC 3231	SERVICES MARKETING	L	T	P	C
		4	0	0	4

OBJECTIVES:

The objectives of this course are :

- To acquaint the students with the characteristics of services and their marketing implications.
- To understand service design and delivery.
- To develop the ability to understand STP strategy in services.
- To discuss the impact of service failure and recovery.
- To gain knowledge on customer needs and expectations.

MODULE I   INTRODUCTION   10

Meaning, Definition, Nature and Scope – Characteristics of services – Classification of services – Reasons for growth of Services – Role of Services in Economy, Services Marketing Mix, GAP models of service quality

MODULE II   SERVICE DESIGN AND SERVICE DELIVERY   10

Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in Service Process and Service Delivery

MODULE III   STP STRATEGY FOR SERVICES   12

Introduction, Need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing, need for targeting and positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning Through Pricing Strategies, Positioning Through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies.

MODULE IV   SERVICE FAILURE AND RECOVER   10

Service failure, impact of service Failure and Recovery – types of customer actions – Guidelines for effective service recovery system.

MODULE V   **CUSTOMER NEEDS AND EXPECTATIONS**   **10**

Factors Influencing customer behavior – service decision making process – Service purchase and consumption – post purchase evaluation. Marketing of Other Services: Bank Services, Tourism, Hotel, Insurance, Telecom and airline Services

L – 52; TOTAL HOURS – 52

TEXT BOOKS:

1. Valarie A Zeithmal & Mary Jo Bitner Services Marketing, 5/e, TMH, 2011.

REFERENCES:

1. RajendraNargundkar, Services Marketing–”, 3/e, TMH, 2010.
2. Hoffman & Bateson Services Marketing 4/e, Cengage Learning2007.
3. Kenneth E Clow & David L. Kurtz, Services Marketing, Wiley

OUTCOMES:

On successful completion of this course students are able to

- Demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impacts on design and execution of marketing strategies for services.
- Critically analyse services marketing problems and apply your knowledge to develop and communicate recommended solutions.
- Develop an understanding about the various concepts and importance of STP strategy for Services
- Learn to implement service strategies to meet new challenges.
- Enhance knowledge about emerging issues and trends in the service sector so that customer needs and expectations can be met.

COC 3232	PROJECT MANAGEMENT	L	T	P	C
		4	2	0	4

OBJECTIVES:

The objectives of this course are :

- To gain insight of project management and the impact of quality considerations.
- To get the idea for starting a new project.
- To acquire knowledge about time and cost management.
- To be familiarize with project management methodologies - tools and techniques,
- To understand about project controlling techniques.

MODULE I   INTRODUCTION   16

Project - Project Management (PM) - Areas of Expertise - Project Management Context - Project Life Cycle and Organization - Introduction to PM Process, Groups: Initiating - Planning - Executing - Monitoring& Control.

MODULE II   IDEA GENERATION AND OPPORTUNITY   16
ASSESSMENT

Ideas in Entrepreneurships - Sources of New Ideas - Techniques for generating ideas - Opportunity Recognition - Steps in tapping opportunities.

MODULE III   TIME AND COST MANAGEMENT   16

Introduction to Project Time Management: Activity Definition & Sequencing - Resource Estimation - Duration Estimation - Schedule Development and Control - Introduction to Project Cost Management: Basic Principles of Cost Management - Cost Estimating, - Budgeting and Control.

MODULE IV   PROJECT FORMULATION AND APPRAISAL   15

Preparation of Project Report – Content- Guidelines for Report preparation - Project Appraisal   techniques: Economic Analysis, Financial Analysis, Market

Analysis, and Technical Feasibility

MODULE V PROJECT IMPLEMENTATION AND CONTROL   15

Network techniques for project implementation - Monitoring and Control: PERT and CPM techniques- project implementation practices in India - Probability of completion time - Crashing of network (time cost relationship) - CPM updating a project

L – 52; P – 26; TOTAL HOURS – 78

TEXT BOOKS:

1. Chaudhary, S: Project management, Tata McGraw Hill, New Delhi.

REFERENCES:

1. Chandra, Prasana: Project Preparation, Appraisal and Implementation, Tata McGraw Hill, Delhi.
2. Bryce, M.C: Industrial Development, McGraw Hill (Int. ED) New York
3.   IDBI: Manual of industrial project analysis in developing countries

OUTCOMES:

On successful completion of this course students are able to

- Identify the processes involved in every knowledge area of project management.
- Familiarize to generate new ideas for a project.
- Use various inputs and tools and techniques to deliver real life project outputs.
- Analytically estimate resources required for a project.
- Logically using appropriate techniques for controlling process.

COC 3204	NATIONAL SERVICE SCHEME (NSS)	L	T	P	C
		2	0	0	2

OBJECTIVES:

The objectives of this course are:

- To make the students understand the basic concepts of NSS.
- To familiarise the students about the needs and problems of the community and involve them in problem-solving.
- To familiarise the youth development programmes under the government of India.
- To develop the students capacity to meet emergencies and natural disasters.
- To make awareness to the students about the importance of health and hygienic in day to day life.

MODULE I   INTRODUCTION AND BASIC CONCEPTS OF NSS   04

Introduction- History-aims and objectives of NSS-Emblem- Flag-Motto – Song- Organizational structure – Roles and responsibilities of NSS functionaries.

MODULE II   NSS PROGRAMMES AND ACTIVITIES   06

Concept of regular activities, special camping- Basis of adoption of village/slums, Methodology of conducting survey – Financial pattern of the scheme- Coordination with different agencies- Maintenance of dairy.

MODULE III   YOUTH DEVELOPMENT PROGRAMME IN INDIA   06

National Youth Policy- Youth Development Programme at the National level, State level and voluntary sector- Youth – focused and Youth –lead organisations.

MODULE IV   IMPORTANCE AND ROLE OF YOUTH LEADERSHIP   05

Meaning and types of leadership – Qualities of a good leader- Traits of leadership – Importance and role of Youth leadership.

MODULE V   HEALTH, HYGIENE AND SANITATION   05

Definition, need and scope of health education- Food and nutrition- Safe drinking

water-water borne diseases and sanitation (Swatch Bharat Abhiyan) – National Health Programme.

L-26; Total Hours –26

TEXT BOOK:

1. J.D.S.Panwar, Amit Kumar Jain & Brijesh Kumar – National Service Scheme, A Youth Volunteers Programme- Daya Publishing House, New Delhi.

REFERENCE BOOKS:

1. National Service Scheme Manual, Government of India.
2. Training Programme on National Programme scheme, TISS.
3. Orientation Courses for N.S.S. Programme officers, TISS.
4. Social service opportunities in Hospitals, Kapil K.Krishan,TISS.

OUTCOMES:

After completing the course the students will be able to

- Appreciate the basic concepts of NSS
- Get clear picture on NSS activities and understand the organization structure of NSS
- Comprehend the social responsibility as a young citizen in our country.
- Value the disaster management and rescue operations of the country.
- Gain knowledge on health education and hygienic in our community.

COC 3205	VALUE EDUCATION	L	T	P	C
		2	0	0	2

OBJECTIVES

The objectives of this course are:

- To make the students Know about Individual values and group values
- To Inculcate Good manners at home and outside
- To make the students appreciate social values
- Helps in Understanding professional values
- Helps in Understanding the commonness of religions

MODULE I VALUE SYSTEM   4

Introduction – Definition of values–Need for Inculcation of values –Object of Value Education-Sources of Value – Types

MODULE II PERSONAL VALUES   6

Definition of Person - Self confidence – Self discipline – Self Assessment – Self restraint – Self motivation – Determination – Ambition – Contentment – Humility and Simplicity – Sympathy and Compassion –Gratitude – Forgiveness – Honesty – Courtesy.

MODULE III SOCIAL VALUES   5

Definition of Society – Units of Society – Individual, family, different groups – Community – Social consciousness – Equality and Brotherhood – Dialogue – Tolerance – Responsibility – Co-operation Freedom –Repentance and Magnanimity.

MODULE IV PROFESSIONAL VALUES   4

Definition – Competence – Confidence – Devotion to duty – Efficiency – Accountability – Respect for learning / learned – Willingness to learn-Open and balanced mind – Team spirit – Professional Ethic –Willingness for Discussion – Aims – Effort – Avoidance of Procrastination and slothfulness – Alertness.

MODULE V   BEHAVIORAL VALUES

Individual values and group values – Good manners at home and outside – Equality – Purity of thought, speech and action – Understanding the role of religion – Faith – Understanding the commonness of religions –Respect for other faiths – unity diversity – Living together – Tolerance – Non-violence – Truthfulness – Common aim –Unified efforts towards peace – Patriotism.

L-26; TOTAL HOURS – 26

TEXT BOOK:
1. Human Values and Professional Ethics by Jayshree Suresh B S Raghavan, S. Chand Publication, 2005

REFERENCES:
1. "Touchstone: Synergy of Values", University of Madras, 2003.
2. "In harmony- Value Education at College Level", Dept. of Ethics and Religious Studies Loyola College, Madras.Value Education: Need of the Hour, by Yojana Patil.

OUTCOMES:

Through this course students should be able to

- Explain and illustrate the theoretical foundations of Values
- Appreciate life and reality in life
- Give life value experience
- Recognize essential characteristics of Human Values
- Develop competence on Science and Technology and Economic Awareness on value.

COC 3226	PROJECT WORK	L	T	P	C
		0	0	0	6

Each student is assigned with a research supervisor. The students have to get the guidance and carryout the following steps and complete the research project within a semester.

1. Selection of Topic, Defining terms, Finalization of Objectives of Study.
2. Feasibility Study, Pilot Visit to the Field of Study
3. Detailed Research Proposal
4. Finalization of Research tool
5. Review of Literature and Bibliography
6. Finalization of Methodology Chapter. 7. Analysis and Interpretation
7. Main Findings and Suggestions
8. Summary and Conclusion
9. Submission of Bound Copy

The Internal Guide/supervisor evaluates the work of the student out of 50 marks for above components considering the quality, punctuality and regularity of consultation and correction.

The students who do not submit the bound copy to the department by the deadline fixed by the department will not be permitted to sit for the viva.

The student submits the approved chapters as a bound volume.

The Viva- voce examination will be conducted by both the external examiner appointed by the department and the internal examiner/guide/teacher concerned. The total marks awarded in the viva voce by the external examiner and the internal examiner will be the marks obtained by the candidate in the PROJECT.

The total weightage for all periodic reviews will be 50%. Of the remaining 50%, 20% will be for the project report and 30% for the Viva Voce examination.

OUTCOMES:

The students will

- Gain research methodology knowledge by undertaking a project

- Understand the steps of research by its application
- Acquire the skills of undertaking a research project

PROGRAMME ELECTIVE

MSC X15	DIGITAL MARKETING	L	T	P	C
		4	1	0	4

OBJECTIVES

The objectives of this course are:

- Explain the concept and development of Digital Marketing.

- Develop insight on Current Trends – Digital and Social Statistics (Infographics)

- Provide an introduction to Digital Marketing Platforms like Face book, Twitter, YouTube, Pinterest, etc.

- Introduction to the basics of Search Engine Optimization (SEO) and Mobile Marketing

- Introduction to various strategies involved in Marketing products and Services Digitally.

MODULE I   UNDERSTANDING DIGITAL MARKETING   15

Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends.

MODULE II   CHANNELS OF DIGITAL MARKETING   15

Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels.

MODULE III   MARKETING IN DIGITAL ERA   10

Segmentation – Importance of Audience Segmentation, How different segments use Digital Media – Organisational Characteristics, Purchasing Characteristics, Using Digital Media to Reach, Acquisition and Retention of new customers, Digital Media for Customer Loyalty.

MODULE IV   SEARCH ENGINE MARKETING AND ONLINE10
ADVERTISING

Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.

MODULE V   SOCIAL MEDIA MARKETING   15

Understanding Social Media, Social Networking with Face book, LinkedIn, Blogging as a social medium, Micro blogging with Twitter, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOK:

1. Seema Gupta, Digital Marketing, Mc-Graw Hill

REFERENCES:

1. Michael Miller, B2B Digital Marketing, 1e, Pearson.
2. Vandana Ahuja, Digital marketing, Oxford University Press.
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson.
5. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson Publication House.

OUTCOMES:

At the end of this course, the student will be able to:

- Discuss the concept and development of Digital Marketing.
- Enunciate the insight on Current Trends – Digital and Social Statistics (Infographics)
- Explain an introduction to Digital Marketing Platforms like Face book, Twitter, YouTube, Pinterest, etc.
- Describe the basics of Search Engine Optimization (SEO) and Mobile Marketing
- Elucidate various strategies involved in Marketing products and Services Digitally.

COCX 102 CORPORATE GOVERNANCE AND ETHICS

L	T	P	C
4	1	0	4

OBJECTIVES:

Specific learning objective of the course as follows:

- To understand the concept of Business Ethics.
- To get better understanding on providing best practices of business ethics.
- To learn the values and implement in their careers to become a good managers.
- To develop various Corporate Social Responsibilities and practice in their professional life.
- To imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

MODULE I INTRODUCTION TO ETHICS 15

Ethics – Meaning, definition, objectives, nature and sources of ethics – Business Ethics: Nature, scope and purpose of business ethics - Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business - Personal Growth and Lessons from Ancient Indian Educational System - Science and Human Values.

MODULE II CORPORATE ETHICS 10

Corporate ethics: Ethical Corporate Behaviour, Development of Ethical Corporate Behaviour, Ethical Leadership- Ethical Dilemmas in Organization. Ethics in the Functional Area: Ethics in Marketing, Ethics in Finance, Ethics in HR, Ethics in Information Technology and Ethics in environment.

MODULE III CORPORATE GOVERNANCE 15

An Introduction to Corporate Governance: The Corporation, Strategy Formation and Value Creation- Ownership and Shareholders- The Board of Directors- The Management and Compensation- Transparency, Disclosure, and Communication- The International Corporate Governance.

MODULE IV   CORPORATE SOCIAL RESPONSIBILITY   15

The meaning and importance of Corporate Social Responsibility: Evolution of CSR - Primaries of CSR - CSR and law of e-economics - CSR and social legitimacy. The Role of stakeholders in CSR: Stakeholders advocacy - The role of business in society- Consumers awareness and willingness to pay for CSR Activities.

**MODULE V   ISSUES IN BUSINESS ETHICS AND CORPORATE   15
                    GOVERNANCE**

Issues Relating to Stress in Corporate Management and Protection of Stakeholders, Gandhian Approach in Management & Trusteeship, Balanced Global Environment, Ethical issues in employer – employee relationship - Sexual and racial harassment- working conditions – employee privacy, Ethical challenges under globalization.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Nidhi Chandorkar & Tushar Agarwal , Business Ethics and Corporate Governance, Himalaya Publishing House Pvt. Ltd

REFERENCES:

1. Modh, Satish, Ethical Management: Text and Cases in Business Ethics and Corporate Governance. New Delhi: Macmillan Publishers India Ltd, 2005.
2. Mathur, U.C., Corporate Governance and Business Ethics: Text and Cases. New Delhi: Macmillan Publishers India Ltd, 2005.

OUTCOMES:

At the end of this course, the student will be able to:

- To understand the business ethics.
- To analyze Corporate Social Responsibility practices
- To practice various ethical codes in corporate governance
- To understand the Employees conditions and Business Ethics
- Familiarize with the ethical issues

COCX 103   **RETAIL MANAGEMENT**   **L   T   P   C**

                                                      4   1   0   4

OBJECTIVES:

The objectives of this course are :

- Explain the nature and importance of the retailing industry and its changing nature.

- Illustrate the nature of the retail customer and their decision-making process

- Introduce the segmentation of market retail strategy for effective market segmentation.

- Describe the importance of the location of the factor effecting the location decision

- Interpret the concept of Merchandising and its changing nature.

MODULE I   INTRODUCTION TO RETAILING   15

Concept of retailing, Functions of retailing- Terms & Definition,-Retail formats and types- Retailing Channels,-Retail Industry in India,-Importance of retailing- Changing trends in retailing.

MODULE II   UNDERSTANDING THE RETAIL CONSUMER   15

Retail consumer behavior- Factors influencing the Retail consumer- Customer decision making process-Types of decision making- Market research for understanding retail consume

MODULE III   RETAIL MARKET SEGMENTATION AND STRATEGIES   10

Market Segmentation and its benefits- Kinds of markets- Definition of Retail strategy-Strategy for effective market segmentation-Strategies for penetration of new markets- Growth strategies- Retail value chain.

MODULE IV   RETAIL LOCATION SELECTION AND RETAIL SPACE 15
**   MANAGEMENT**

Importance of Retail locations- Types of retail locations-Factors determining the location decision-Steps involved in choosing a retail locations- Measurement of success of location

Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies.

MODULE V   MERCHANDISE MANAGEMENT AND EMERGING 10
**   TRENDS IN RETAILING**

Meaning of Merchandising- Factors influence Merchandising,-Functions of Merchandising Manager- Merchandise planning. Changing nature of retailing,-organized retailing-Modern retail formats- E-tailing, Challenges faced by the retail sector.

**   L – 52; T-13;TOTAL HOURS – 65**

TEXT BOOKS:

1.   Chetan Bajaj, Rajnish Arya, RajnishTuli, Nidhi Varma Srivastava (2010), Retail Management, Oxford University Press, London.

REFERENCES:

1.   David   Gilbert   (2003),   Retail   Marketing   Management, DorlingKindersley (India) Pvt.Ltd., New Delhi.

2.   B.R.Londhe   (2006),   Retail   and   Distribution   Management, NiraliPrakashan, Mumbai.

OUTCOMES:

On successful completion of this course students are able to

- Comprehend the nature retailing industry and its importance
- Appreciate the nature and decision-making process of the retail customer.
- Make use of the retail market strategy for effective marketing segmentaion.
- Take informed decision while selecting the location of the retail management.
- Explain the concept of Merchandising and its changing nature.

COCX 104	CUSTOMER RELATIONSHIP	L	T	P	C
	MANAGEMENT	4	1	0	4

OBJECTIVES:

The objectives of this course are :

- To learn the fundamentals of customer relationship management.
- To get a deeper insight into customer attributes and their loyalty.
- To understand the process of CRM.
- To get an insight on developing CRM strategy.
- To get an overview of CRM implementation.

MODULE I   INTRODUCTION   15

Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

MODULE II   CUSTOMER DIMENSION   15

Types of customers - Customer value: concept, types, life time value (LTV) - Identifying external information sources - Customer intelligence - Customer Loyalty: meaning & categories - Loyalty ladder - Loyalty schemes - Loyalty programs – Loyalty cards - Loyalty based segmentation - Principles of trust, commitment, involvement – Customer retention: significance, factors, retention strategies, effects.

MODULE III   CRM PROCESS   10

Introduction and Objectives of a CRM Process; an Insight into CRM and eCRTA/online CRM, The CRM cycle- Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

MODULE IV   DEVELOPING CRM STRATEGY   15

Role of CRM in business strategy, Understanding Service Quality: Technical,

Functional, and dimensions of service quality, Managing Customer communications.

MODULE V   **CRM IMPLEMENTATION**   **15**

Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Kumar, A., Sinha, C. and Sharma, R., "Customer Relationship Management", Biztantra Publication, New Delhi, 2009

REFERENCES:

1. Shainesh, G. and Jagdesh N. Sheth, "Customer relationship Management", Macmillan Publishers India Limited, Chennai, 2010
2. Alok Kumar Rai, "Customer Relationship Management concepts and cases", PHI Learning, New Delhi, 2013

OUTCOMES:

On successful completion of this course students are able to
- Apply the concepts of customer relationship management in organizations
- Identify customer attributes and understand behavioral intentions.
- Formulate CRM process for the success of the organisations.
- Predict the CRM strategy.
- Analyze the CRM solutions and implement it.

COCX 105   **TOURISM MANAGEMENT**   L T P C
                                        4 1 0 4

OBJECTIVES:

The objectives of this course are :

- To acquire a basic understanding on the disciplinary nature of tourism and multifaceted nature of tourism industry.
- To get a deeper insight about the history of tourism.
- To understand the tourism infrastructure and hotel industry.
- To get an insight on the trends on tourist statistics with respect to Tamil Nadu and India
- To get an overview of the impact of tourism on economic, social,cultural and so on.

MODULE I   **INTRODUCTION**   **15**

Meaning, Definition, Nature, Scope, Types: Leisure/ Holiday Tourism, Cultural Tourism, Adventure Tourism, Sports Tourism, Religious Tourism, Business Tourism, Health Tourism. Tourist, Traveller, Visitor, Tourist Visitor and Excursionist: Meaning, Definition and Differentiation.

MODULE II   **HISTORY & GROWTH**   **15**

Developments in History of Tourism – Tourism in India: Post Independence Tourism and Modern Tourism – Tourism Industry – Recent Trends in Indian Tourism industry - Concept of Paid Holiday

.

MODULE III   **INFRASTRUCTURE**   **15**

Tourism infrastructure: Types, Forms and Significance Accommodation: Forms and Types -Attractions, Telecommunications, Transport Sector, Modes and Relative Significance- Essential and Other Support Services -Hotel Industry- Major Hotel Chains

MODULE IV   **DEMAND AND SUPPLY**   **10**

Concept of demand and supply in Tourism – Unique features of Tourist Demand –

Factors affecting tourism supply – Creation of ideal destination for tourism: Significance and Constraints in creation of destination- Trends in tourist statistics with respect to Tamil Nadu and India.

MODULE V   **IMPACT**   **15**

Impact Of Tourism-Economic impact- social impact – cultural impact – Environmental impact – Ecological impact – Negative impact of tourism – Impact of tourism in India: Positive and Negative

L – 52; T-13; TOTAL HOURS – 65

TEXT BOOKS:

1. Chris Cooper, Fletcher, Gilbert and Wanhill, Tourism Principles and Practices

REFERENCES:

1. Ritchie, MC Intosh and Goeldner(2009), Tourism Principles, Policies and Practices, Wiley Publishing Ltd.
2. Dennis L Foster, Introduction to travel and Tourism, Macmillan Company London
3. AK Bhatia, International Tourism, Sterling Publishers Pvt. Ltd, New Delhi

OUTCOMES:

On successful completion of this course students are able to

- Examine the fundamentals of tourism from the management, marketing and financial perspectives.
- Evaluate customer service trends and skills as they relate to the travel and tourism industry
- Demonstrate the concept of demand and supply in tourism
- Describe the different type's tourism resources of India, their importance in tourism and management.
- Integrate management concepts to achieve positive results in the travel and tourism industry
  .

COCX 201	**BUSINESS PLAN**	**L**	**T**	**P**	**C**
		4	**1**	**0**	**4**

OBJECTIVES:

The objectives of this course are :

- To facilitate the understanding of Business Planning.
- To give a comprehensive understanding of the system of successful business by generating ideas.
- To understand the intermediate concepts of market and industry analysis.
- To develop skill, related to problem solving and critical thinking.
- To gain knowledge on the models of business plan.

MODULE I   **INTRODUCTION**   **10**

Business Planning and Business Plan: Conceptual framework of business plan, need and importance of business plan- step by step process of business plan.

MODULE II   **BUSINESS IDEA GENERATION**   **15**

Sources of an Idea, Idea brainstorming, Invention and Innovation, Idea possibility and feasibility, incubation centre, opportunity and need evaluation, value proposition, business model, competitive advantage and sustenance of the business- Innovation and Systematic Innovation.

MODULE III   **MARKET AND INDUSTRY ANALYSIS**   **15**

Market analysis, market segmentation and selecting the target market- market size and trends, buyer behaviour, competitive analysis and market share.
Industry analysis-industry size and growth rate, sales projection, industry trends-environmental trends, business trends.

MODULE IV   **FUNCTIONAL ASPECTS OF BUSINESS PLAN**   **15**

Financial Plan-Financial Modeling- Venture Financing Process - Operational Plan-Marketing Plan-Human Resource Plan.

MODULE V   **BUSINESS PLAN MODELS**   **15**

Software Company Business Plan, Manufacturing firm Business plan, Mobile

Application firm Business plan, E commerce firm business plan, Restaurant firm business Plan. Retail outlet Business Plan.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Kevan Scholes and Mary Klemm, An introduction to business planning, Palgrave Macmillan

REFERENCES:

1. Martin van Mesdag, Planning's New Purpose; (Management Today, September 1983) takes a practical look at how planning has changed over the past twenty years.
2. Rudi Rozman, Developing a Practical Planning Systems (Long Range Planning, April1986, p. 90)
3. Linda Pinson, Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series)

OUTCOMES:

On successful completion of this course students are able to

- Articulate the conceptual framework of business plan.
- Analyse the different sources of business ideas.
- Formulate market and industry analysis.
- Predict the functional aspects of business plan.
- Apply the concept of business plan for the function of organisation.

COCX 202 **EVENT MANAGEMENT** L T P C

4 1 0 4

OBJECTIVES:

The objectives of this course are :

- To gain knowledge on event safety and security
- To gain knowledge on development and deliver successful events
- To understand the theoretical and practical applications of event planning.
- To know about the process of marketing mix as well as event marketing
- To develop the group and understand about the event leadership

MODULE I   INTRODUCTION   15

Principles of Event Management: Historical Perspective, Introduction to event management, Size & Types of event, Event Team, Code of ethics. Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Feasibility, Keys to success, SWOT Analysis.

MODULE II   EVENT PLANNING & TEAM MANAGEMENT   15

Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.

MODULE III   EVENT MARKETING AND ADVERTISING   10

Nature of Marketing, Process of marketing mix, Sponsorship. Image, Branding, Advertising Publicity and Public relations.

MODULE IV   EVENT LEADERSHIP & COMMUNICATION   15

Leadership skills, Managing team, Group development, Managing meetings. Written communications, (Official, semi-official, Invoice). Verbal communications.

MODULE V   EVENT SAFETY AND SECURITY   10

Security, Occupational safety, Crowed management. Major risks and emergency planning, Incident reporting, emergency procedures.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Wagen, Event Management, Pearson Education, 2015

REFERENCES:

1. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
2. Joe Gold Blatt (1997), Special Events- Best Practices In Modern Event Management, John Wiley And Sons, New York.

OUTCOMES:

On successful completion of this course students are able to

- Obtain a sense of responsibility for the multi-disciplinary nature of event management.
- Synthesize the skills to successfully plan, market and implement a large event as part of a team
- Apply a variety of sound decision-making and advertising as part of event management
- Gain confidence and enjoyment from involvement in the dynamic industry of event management
- Evaluate the occupational safety and emergency procedures

COCX 203   **LEADERSHIP AND CHANGE MANGEMENT**   L   T   P   C

4   1   0   4

OBJECTIVES:

The objectives of this course are :

- To understand about the leadership, skills and functions
- To gain knowledge on organizational change management
- To identify the main components of planning and structuring a change
- To understand the concept of resistance to change
- To know about the concept of monitoring and evaluating organizational change.

MODULE I   LEADERSHIP   15

Concept, Characteristics, roles, motives, skills and functions. Leadership Vs Management. Effective leadership behaviors and attitudes. Impact of Leadership on organisational performance, Popular Leadership Styles, Entrepreneurial and Super leadership.

MODULE II   ORGANISATIONAL CHANGE MANAGEMENT   15

Types and forces of change, Framework for change management. Proactive change and reactive change. Elements of planned change. Action research model. Individual and organisational barriers to change management and overcoming the barriers to change management.

MODULE III   INFLUENCE OF CHANGE   10

Six belief changers that Influence change, organisational change through influencing individual change. Approaches: Kotter's eight step plan, Greiner's Change process model. Four key drivers of organisational change.

MODULE IV   RESISTANCE TO CHANGE   15

Concept of Resistance to Change, Forms of Resistance, Reactions to Change, Resistance to Organizational Change Initiatives, Overcoming the Resistance to Change, Techniques to Overcome Resistance; Implementation of change

MODULE V   **EVALUATING ORGANIZATIONAL CHANGE**   **10**

Concept of Monitoring and Evaluation, Measurement and Methods of Evaluation, Feedback Process, Continuous Incremental Change. Change Agents and types of change agents. Assessing Organizational Culture.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Northouse, Peter G. Leadership Theory and Practice, 7th Edition. Sage Publications, Inc. Thousand Oaks, CA (2016).

REFERENCES:

1. Annabel Beerel, Leadership and Change Management, SAGE Publications, 2009
2. Kotter, John, & Rathgeber, Holger. (2006). Our Iceberg is Melting. Macmillan. London. ISBN – 13:978-02300-1685-9 •
3. Daywelt, Drew. (2013). The Day the Crayons Quit. The Penguin Group. New York, NY. ISBN978-0-399-25537-3 10

OUTCOMES:

On successful completion of this course students are able to

- Demonstrate ability to apply leadership and change management principles
- Analyze the types and forces of change management
- Evaluate organizational change through influencing individual change
- Develop techniques to Overcome Resistance of change
- Gain knowledge on evaluating organizational change

COCX 204   **MANAGEMENT INFORMATION**   L   T   P   C
                 SYSTEM   4   1   0   4

OBJECTIVES:

Specific learning objective of the course as follows:

- Understand the concept of digital convergence and changing business environment
- Understand IT impact on decision making
- Study evolution of IT Infrastructure
- Highlight the wireless revolution and decision making support in systems
- Familiarize with enterprise-wide knowledge management systems

MODULE I   INTRODUCTION TO INFORMATION SYSTEMS   15

Digital Convergence and the changing Business Environment; Information and Knowledge Economy; Contemporary Approach to IS and Management Challenges. Information Systems in the Enterprise: Types of Information Systems in the Organisation; TPS, DSS, MIS and ESS. Functional Perspective of IS; Enterprise Systems; Strategic uses of Information Systems.

MODULE II   ELECTRONIC COMMERCE AND IT INFRASTRUCTURE   10

Internet based Business Models. B2B, EDI and B2CModels; Role of Intranets. Evolution of IT Infrastructure; Moore's law, law of Mass Digital Storage; IT Infrastructure Components; Current Trends in Hardware Platforms; Enterprise Software; Groupware.

MODULE III   BUSINESS NETWORKS   15

Communication Technologies in Business, Videoconferencing, Wireless Payments; Bandwidth and Media; Networks and their Types; Protocols; Internet Networking Services; Future of Networking Technologies; Broadband telephony, VOIP, RFID and Convergence.

MODULE IV   WIRELESS REVOLUTION & DECISION MAKING   15

Introduction. Business Value; Wi-Max and EVDO; M-Commerce; Applications in CRM, Supply Chain and Healthcare. Decision making and Decision Support

Systems; Business Intelligence and Decision Support; Business Decision Making and the Decision Making Process, GDSS, GIS.

MODULE V   MANAGING KNOWLEDGE & REDESIGNING THE   15
                   ORGANIZATION

Managing Knowledge in the Digital Firm: Knowledge Management System, Enterprise-wide Knowledge Management Systems. Intelligent Techniques: Expert Systems, Fuzzy Logic Systems, Neural Networks, Genetic Algorithm, Hybrid AI Systems, Intelligent Agents. BPR and Process Improvement; Systems Analysis, System Design; Alternative System Building Approaches.

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Davis, Gordon B. and Margrethe H. Olsen, Management Information Systems, McGraw-Hill Book Company, Singapore, 1985.

REFERENCES:

1. Goyal D.P., Management Information Systems (MIS), Deep & Deep Publications, New Delhi, 1994.

OUTCOMES:

At the end of this course, the student will be able to:

- Discuss Information and knowledge economy
- Describe the B2B, EDI, and B2C models
- Recognize networks and their types
- Elaborate the process of decision making in business intelligence
- Explain the process of redesigning the organization

COCX 205   **BUSINESS ANALYTICS**   L   T   P   C
                                              4   1   0   4

OBJECTIVES:

The objectives of this course are :

- To acquaint the students with the concept of business analytics
- To provide skills in data warehousing and online analytical processing.
- Highlight the data mining techniques and steps for business problems.
- To provide insight various data mining tools and techniques.
- Developing the knowledge of performance indicators used in the companies

MODULE I   **INTRODUCTION**   **15**

Introduction to Business Analytics and Data warehouse: Concept of Business Analytics and Business Intelligence Systems, concept of data warehouse, characteristics of data warehouse, data warehouse architecture, data pre processing, tools for extraction, clean up and transformation.

MODULE II   **ONLINE ANALYTICAL PROCESSING**   **15**

Concepts of OLTP and OLAP, multidimensional analysis - MOLAP, ROLAP, Data Warehouse development - Data Cubes, Fact tables, Dimension Tables, Dimension Schema, Star Schema and Snow flake Schema.

MODULE III   **INTRODUCTION TO DATA MINING**   **10**

Concept, KDD process, benefits of data mining, steps in data mining, data mining for business problems.

MODULE IV   **DATA MINING TASKS**   **15**

Market Basket Analysis, predictive models, cluster analysis, text mining, web mining, selecting and using the right technique.

MODULE V   BIG DATA   10

Concept of big data, significance, business applications of big data, introduction to Apache Hadoop, business performance management - performance measurement, metrics, KPIs and business activity monitoring(BAM).

Case Analysis (Not Exceeding 200 words)

L – 52; T-13;TOTAL HOURS – 65

TEXT BOOKS:

1. Jiawei Han, Micheline, "Data Mining: Concepts and Techniques", Morgan Kaufmann Publishers (Elsevier), New Delhi, 2014

REFERENCES:

1. Prasad, R. N., & Seema Acharya, "Fundamentals of Business Analytics", Wiley India, New Delhi, 2014 2

2. Alex Berson, Stephen J Smith, "Data Warehousing, Data Mining & OLAP", Tata McGraw Hill Ltd., New Delhi, 2014

3. Express Learning, "Data Warehousing and Data Mining", Pearson Education, New Delhi, 2012

OUTCOMES:

On successful completion of this course students are able to

1. Understand the concept of data warehouse and its significance in data management & analytics

2. Understand the concept of multi dimensional analysis, model data cubes and tables for online analytical processing

3. Highlighting the steps in data mining.

4. Use a data mining tool for data analysis and generate useful data patterns.

5. Analyzing the case study of companies using performance measurement.